

Customer Journey

For the customer journey, I selected Tabitha as my persona because in designing for attendees who are demographically not at the bell curve, we often end up with designs that benefit everyone (the curb cut effect).

In doing so, I uncovered a design opportunity: have vendors indicate where customers should line up at their booths.

Another insight that creates an opportunity to sway users into making a decision, is to have them RSVP. Even though this event is free, this helps create a sense of commitment.

	Awareness	Decision	Purchase	Delivery	Loyalty
Actions What actions is the customer taking?	Tabitha is walking around campus and sees a poster on a lamp post.	She puts the event down on her Google calendar and sends it to her husband so he knows where she'll be that day.	When she leaves her class the day of the festival, she walks over to the festival.	She stands in line for a croissant and is listening to the music playing in the background.	Because she has had a great time and it was so easy to get there, she plans to return next year.
Touch Points Through what medium is the customer interacting?	She sees the lamp post, she finds the event page on Instagram, she shares their latest post to a friend and checks out the website.	Her Google calendar, Whatsapp.	Event application.	Cash register, face-to-face conversation with retailers, face-to-face interactions with other people.	Google Calendar app.
Goals What is the customer trying to achieve?	She is trying to find a fun event where she can enjoy herself with other adults, that doesn't require real planning to get to.	She's trying to formally decide whether she's going and commit herself to going.	She wants to see all the different pastries that are available at the festival.	She wants to get a pastry she sees, she wants to get a seat by the stage without a lot of people around.	She wants to see all the different pastries that are available at the festival.
Emotions How is the customer feeling? What are they thinking?	She thinks she may have found an event that's easy to attend and she feels hopeful, enthusiastic, and a little excited.	Excited, cautiously optimistic, and nervous.	She feels nervous and kind of negative.	She feels curious, excited, and optimistic.	She feels happy that she has an event to go to so far out into the future.
Pain Points What is not working or causing friction?	She's not sure if someone else will be able to join her. It might be a little awkward for her to go alone.	She's worried she'll feel awkward or look weird. The uncertainty of not having yet decided whether she's going is adding to her anxiety.	Because the environment is open, people don't know where lines end and are just hovering around bakeries' booths.	They don't have some pastries she was hoping to see, someone cut her in line.	She doesn't know what days the event will be next year and whether she'll have a final this time next year.
Opportunity How might you address the pain point through better design?	Have an additional activity to give attention to, like a demonstration. Include seating for groups and individuals.	Have her RSVP	Have vendors either put up physical indicators of where their line is, or draw indicators on the ground.	Give people lists of what will be available on the event's mobile app.	Have it be built into the festival that it starts the last friday in May.