

WEEK 6 • UNIT 6 • ONE MAP PER PERSONA • 100 POINTS

Customer Journey Map.

Turn your personas into journeys, so you can diagnose where customers hesitate, how long decisions take, and which moments decide trust, before you design anything.

🎯 Why This Assignment Matters

01

Your final proposal and pitch depend on understanding where customers hesitate, how long decisions actually take, and which moments matter most under time pressure. This assignment turns your personas into journeys so you can diagnose the experience first. It is diagnosis, not execution.

🔗 What You Will Produce

02

Using your personas, create one Customer Journey Map per persona, four maps in total, showing how each persona moves from Awareness to Advocacy, stage by stage and over time. Each journey must be persona specific, grounded in evidence, and realistic in pacing. Reflect real behaviour, not idealised funnels.

→ The Five Stages

03

Awareness	Consideration	Decision	Retention	Advocacy
First becomes aware of the brand.	Researches, compares, evaluates.	Commits, or hesitates.	Stays engaged after the first time.	Shares and recommends.

📄 What Each Journey Must Include

04

- **Persona context, brief.** Only the traits that matter for decisions and pacing.
- **Touchpoints.** Digital and human, at each stage, with why each matters to this persona.
- **Time per stage.** Required. Which stages are short, which are long, and where users stall.
- **Moments of Truth.** ZMOT, FMOT, SMOT, TMOT. Prioritise what is actually decisive.
- **Pain points and friction.** Practical, psychological, and experience gaps, specific not generic.
- **Evidence and insight.** Research and class concepts, not assumption only.

- **Strategic implications, brief.** Where trust is won or lost. Do not design full campaigns yet.

MAKE THE SET COHERE



All four maps share one visual language. They vary by persona, not by format.

🔗 How To Approach It

05

- 1 **Start from one persona.** Carry over only the traits that drive decisions.
- 2 **List touchpoints by stage.** Digital and human, across all five stages.
- 3 **Estimate time per stage.** Mark where the persona stalls, waits, or drops off.
- 4 **Mark the Moments of Truth.** The moments that actually decide trust.
- 5 **Name specific pain points.** Practical and psychological, at each stage.
- 6 **Write implications, then unify.** Give all four maps one consistent visual language.

🔍 Where To Find Your Evidence

06

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| ⊕ Walk the funnel yourself. Mystery shop the brand and screenshot the friction. | ⊕ Reviews about friction. Comments that mention waiting, confusion, or trust. |
| ⊕ Support pages and FAQs. They reveal the questions buyers get stuck on. | ⊕ App store reviews by stage. Onboarding, first use, and repeat use. |
| ⊕ Analytics or funnel data. Real drop off, if you can access it. | ⊕ Class concepts. Decision fatigue, heuristics, search behaviour. |
| ⊕ Competitor journeys. A benchmark for where this brand is slower or weaker. | ⊕ Time cues from real accounts. How long people say each step took. |

⚠️ Common Pitfalls

07

LOSE MARKS HERE



An idealised funnel with no friction. Missing time per stage. Generic pain points that fit any brand. Four maps in four different formats. The persona forgotten after the first line.

★ Raise Your Grade

08

FROM COMPLETE TO EXCELLENT



Add an emotion line across the stages. Quantify drop off or wait time where you can. Highlight the single biggest Moment of Truth. Do a real walkthrough and screenshot the friction you hit. Make the four maps look like one set, so the diagnosis reads at a glance.

CRITERION	POINTS
Persona application and relevance. Builds on your personas; motivations applied consistently.	20
Journey stages, flow, and scenarios. All five stages mapped with realistic, connected scenarios.	25
Time per stage and pacing realism. Realistic time, used to explain hesitation and momentum.	20
Touchpoints, Moments of Truth, and pain points. Accurate, prioritised, tied to trust.	15
Evidence, concepts, and strategic insight. Supported by research and class concepts.	10
Visual and structural cohesion. Consistent visual language across all maps.	10
Total	100

Before You Submit

10

- ☐ One map per persona, four in total, consistent format.
- ☐ All five stages on every map; time indicated for every stage.
- ☐ Touchpoints explained; Moments of Truth identified and prioritised.
- ☐ Specific pain points; evidence and class concepts cited, not assumption only.
- ☐ Brief strategic implications, diagnosis not campaigns; one file, PDF or Word.

WHERE THIS LEADS

- ⌚ Your maps show exactly where trust is won or lost. Those moments become the strategic targets of your final proposal and campaign, and the spine of the story you tell in your pitch presentation. Diagnose the journey well now and your final recommendations will aim at the moments that actually decide the outcome.

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