

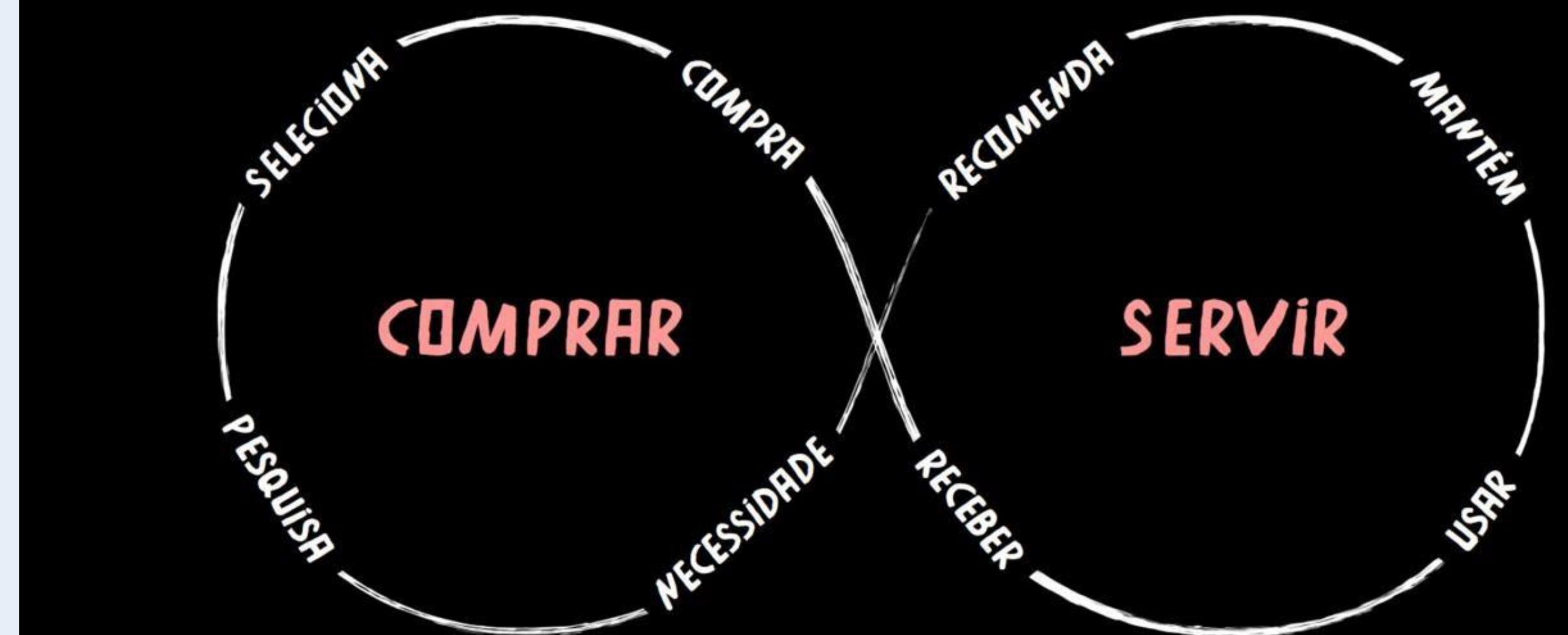
Aula #3

Jornada do usuário

Jornada do usuário

A jornada do usuário é uma representação gráfica que concentra um passo a passo sequencial do caminho que o usuário usa ou experiencia um produto ou serviço. A jornada descreve uma **jornada real ou ideal** do usuário.

Ela pode ter como base a jornada do consumidor, mas não necessariamente é igual.



2013 THE CUSTOMER JOURNEY

The customer journey reflects the different stages of travel. This report will explore these in turn, highlighting key paradoxes that the industry is seeing develop as a result of social and technological trends.

In recognition of IHG's ten-year anniversary, we consider how the situation now compares with a decade ago and what this means for the process of nurturing and enabling relationships in the hospitality industry.

Looking back as well as forward helps put in perspective the environment the industry now operates in.

WHO IS THE TRAVELLER?



30% OF THE GLOBAL ADULT POPULATION – HAVE SUFFICIENT DISPOSABLE INCOME TO BE ABLE TO TRAVEL ABROAD



WHERE ARE THEY STAYING?



THE NUMBER OF CITY TRIPS GREW BY 14% IN 2012



45% OF TRAVELLERS MAKE TRAVEL PLANS BASED ON REVIEWS AND EXPERIENCES SHARED BY OTHERS POST TRIP

IN CHINA, RESEARCH MAY BE CARRIED OUT ONLINE BUT THE DESIRE FOR A STRONG SERVICE CULTURE MEANS CHOICES ARE USUALLY MADE FACE-TO-FACE



TRAVELLERS WILL SEEK ORGANISATIONS AND VENUES THAT CONNECT WITH THE LOCAL AREA



SOCIAL MEDIA HAS CHANGED HOW WE SHARE OUR HOLIDAY EXPERIENCES – NOW IT'S ALL ON SHOW



YOUNGER 'LAPTOP AND LATTE' WORKERS

GENERATION Y
MAKES UP MORE OF THE WORKFORCE

NO SET LOCATION NO SET HOURS

EXPANSIVE MIDLIFERS

60+
BY 2023 THERE WILL BE 1 BILLION OVER 60S

PLANNING THE TRIP

80%



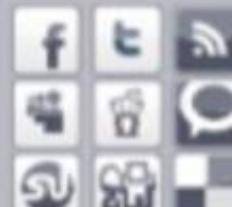
OF TRAVEL PRODUCTS IN THE UK ARE RESEARCHED OR PURCHASED ONLINE

THE INTERNET ACCESSED THROUGH MOBILE DEVICES IS THE PREFERRED METHOD FOR PEOPLE IN MATURE MARKETS TO BOOK AND RESEARCH TRAVEL



1 IN 4 TRAVELLERS

HAVE USED SOCIAL NETWORKING SITES TO PLAN THEIR TRAVEL



WHAT'S THE EXPERIENCE?

MORE THAN HALF OF THE WORLD'S POPULATION RESIDES IN URBAN AREAS



THERE IS ALSO INCREASING DEMAND FOR PERSONALISED AND CUSTOMISED SERVICE – PEOPLE WANT TO FEEL SPECIAL



THE INVISIBLE TRAVELLER:

- BOOKS ONLINE
- CHECKS IN VIA MOBILE
- USES ROOM SERVICE
- HAS EXTENSIVE KNOWLEDGE OF THE AREA

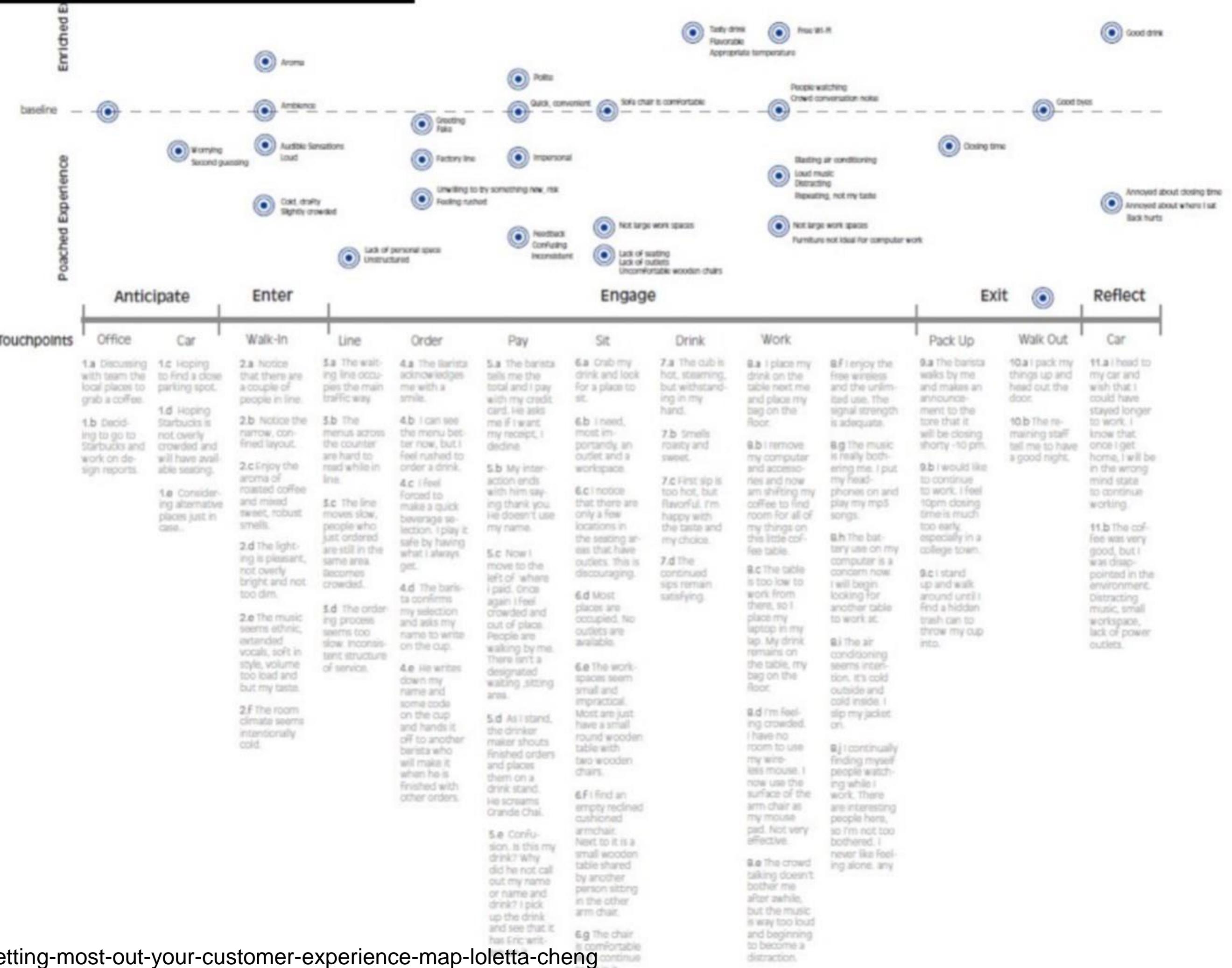
Starbucks Experience Map

Starbucks Experience Map

Date: 3/22/10

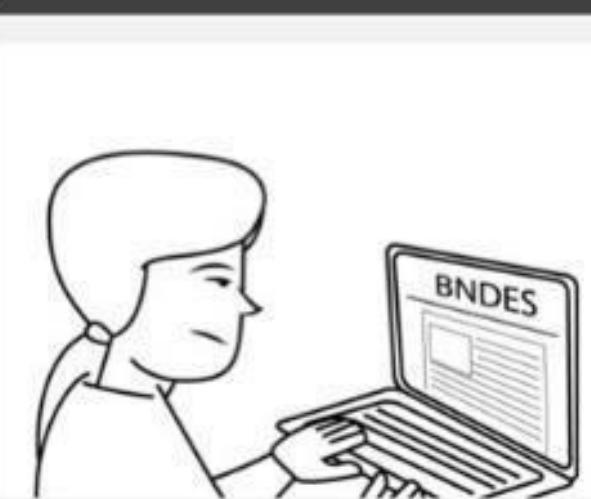
Eric - Repeat Customer

Purpose: To work/drink coffee

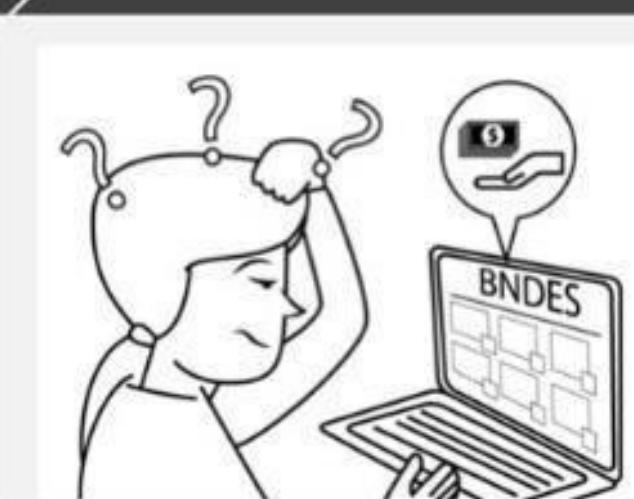


 Fabiana
Machado

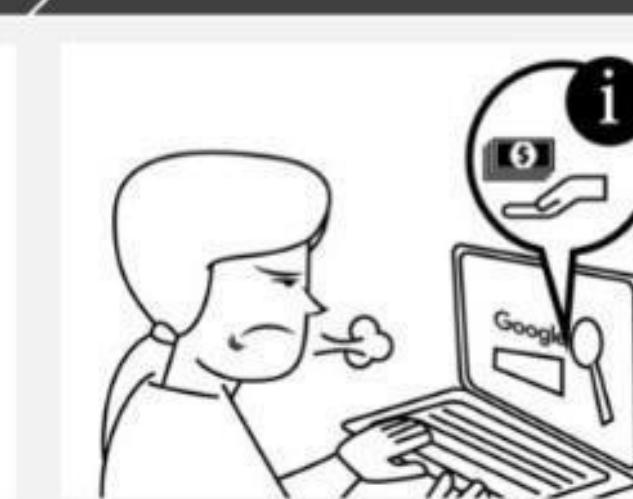
Entra no site do BNDES



Pesquisa sobre as opções no site, na parte de financiamento.



Busca do Google mais informações



Percebe que não é possível financiar imóvel pelo BNDES

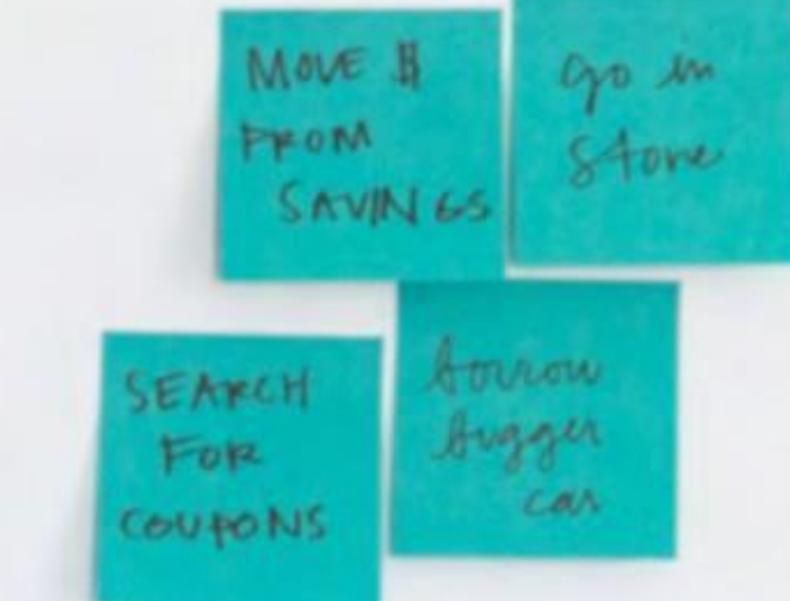
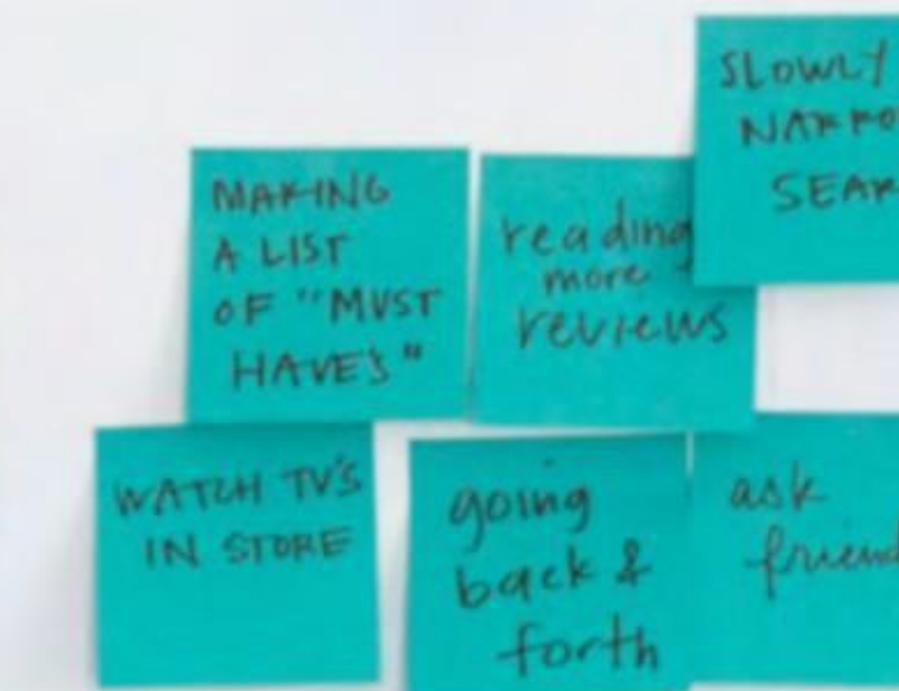
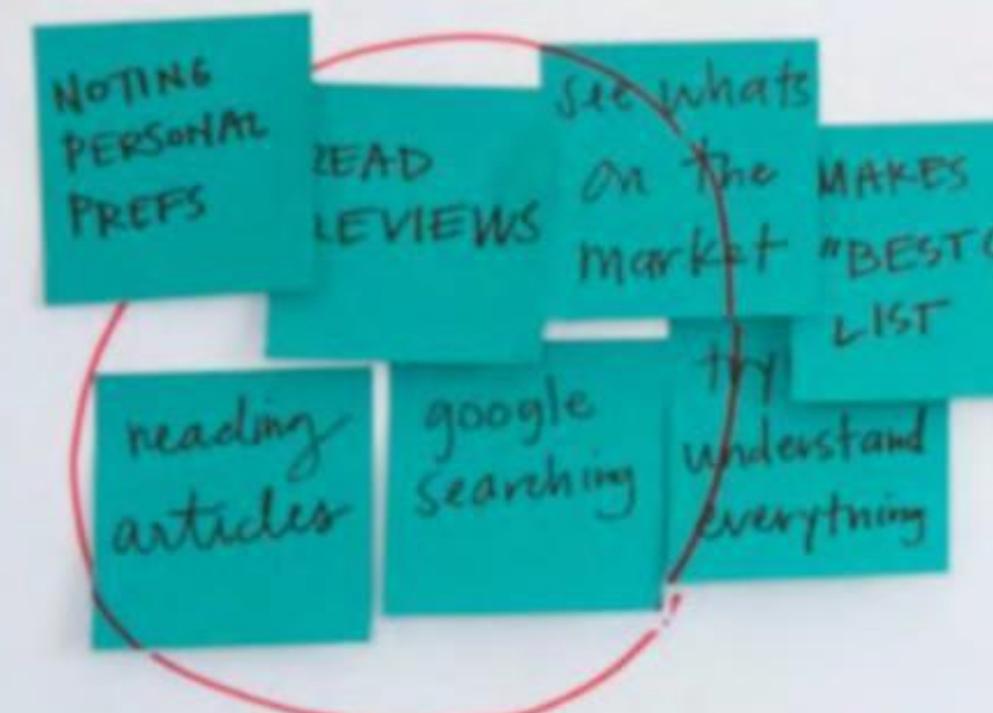


Decide mudar de estratégia para conseguir financiamento do BNDES

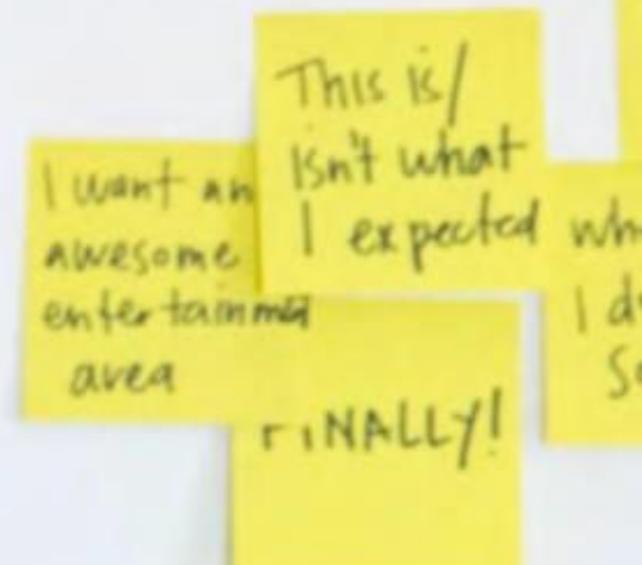
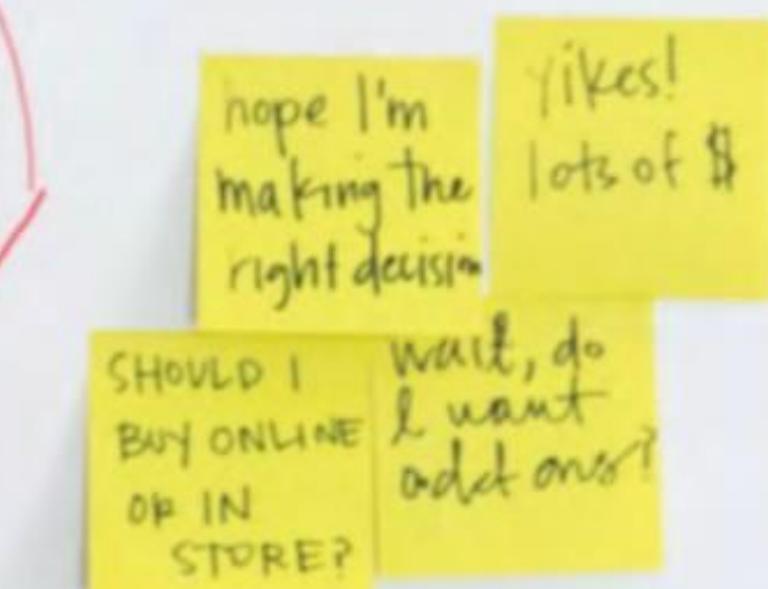
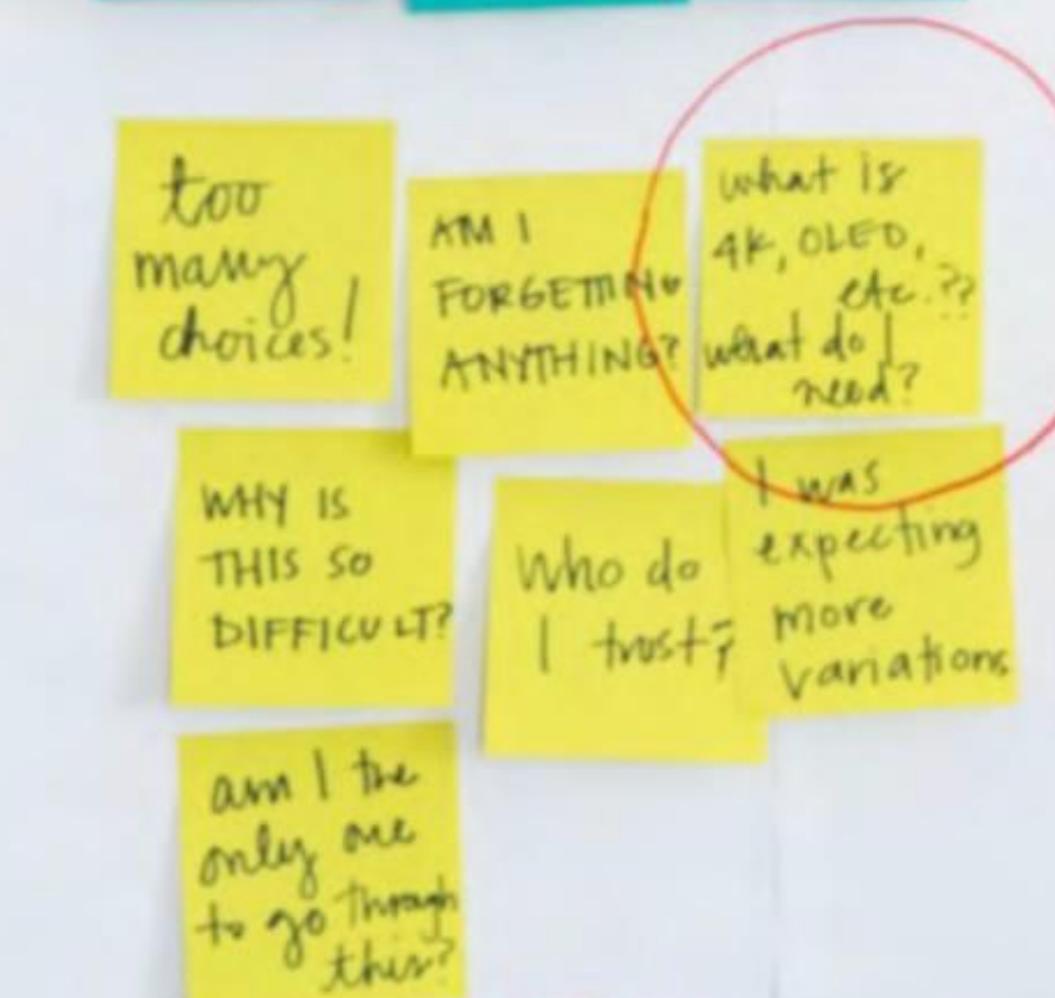
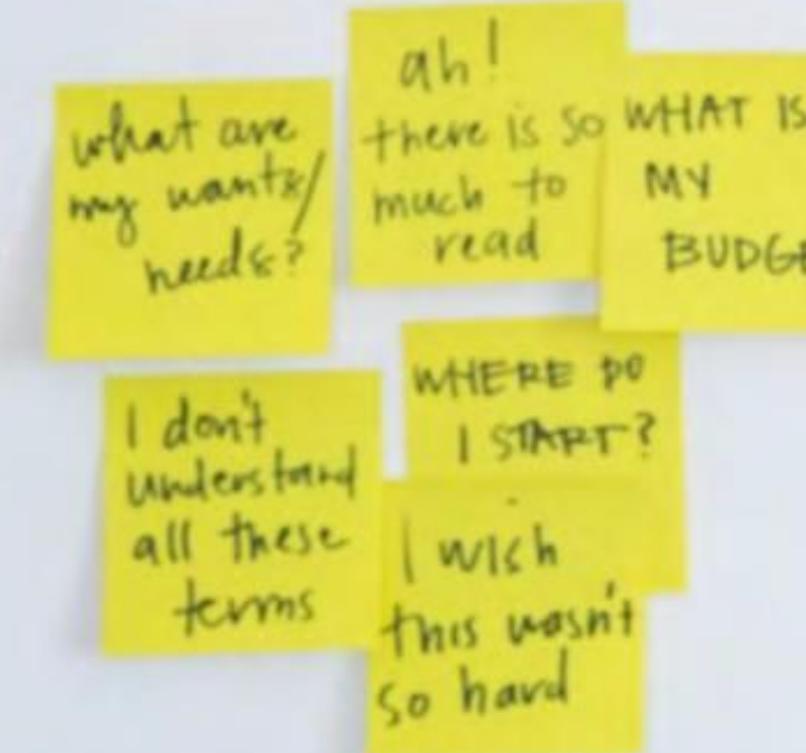


STEPS/PHASES

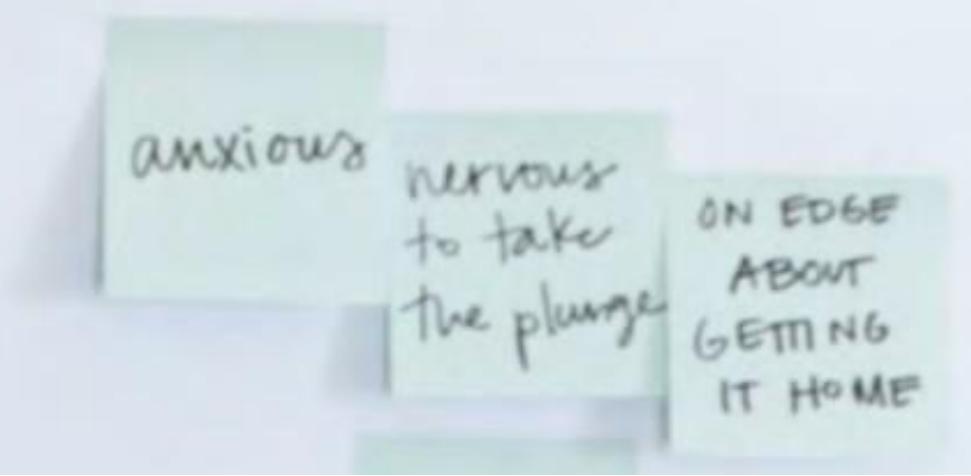
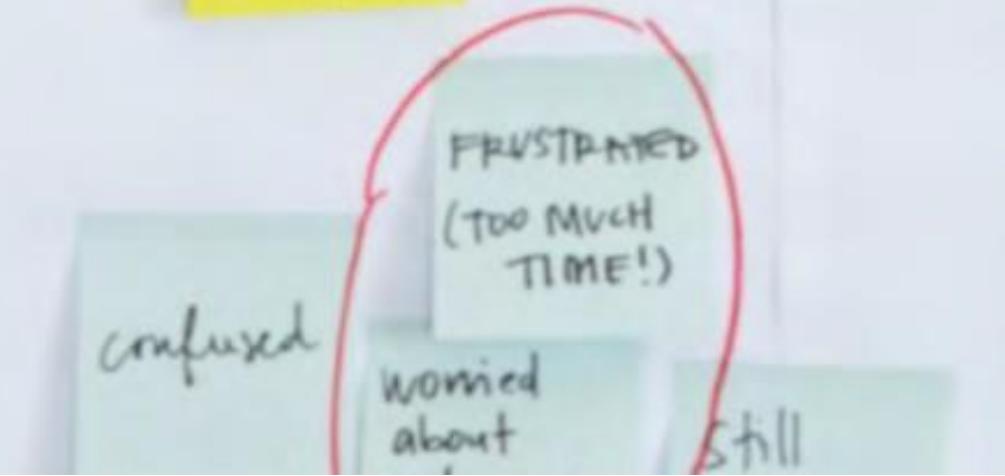
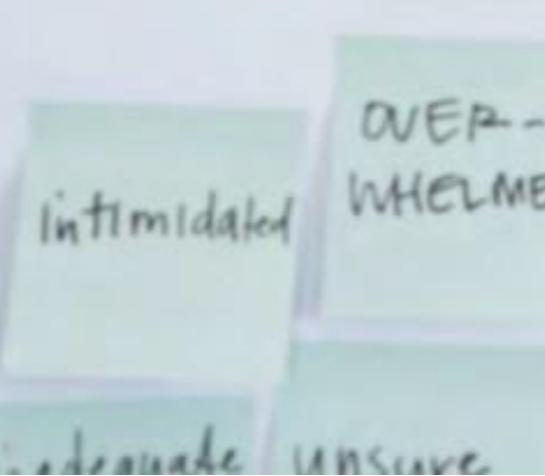
DOING



THINKING

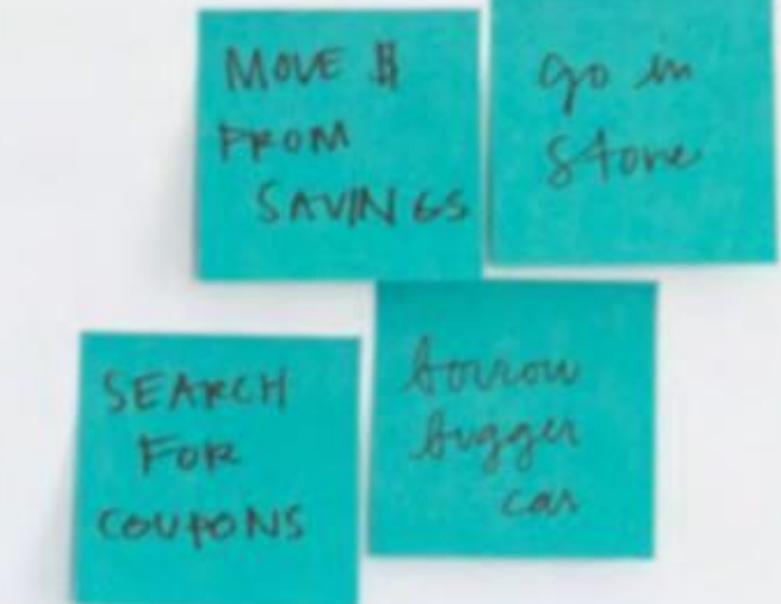
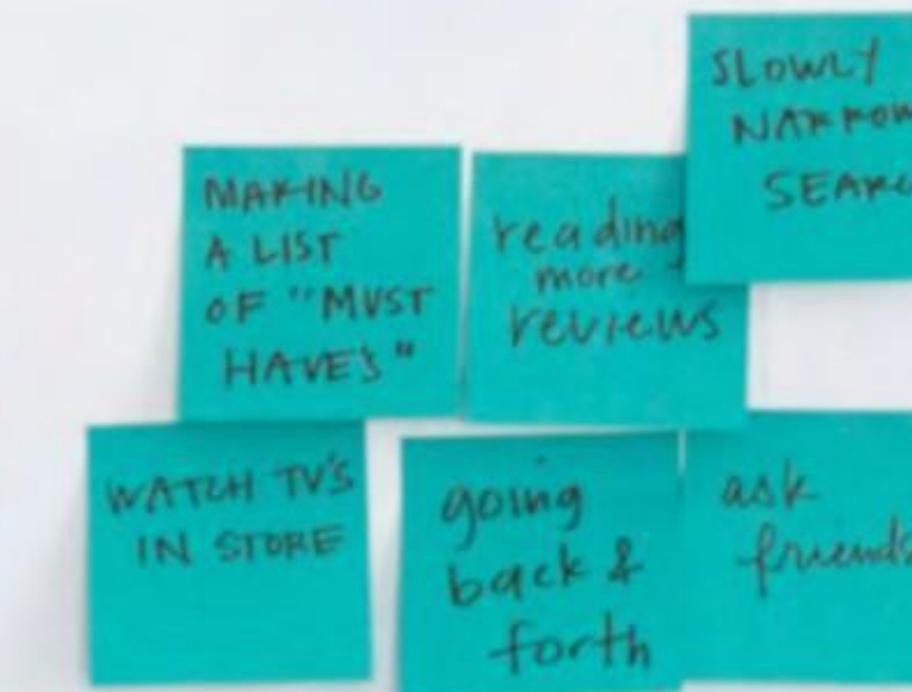
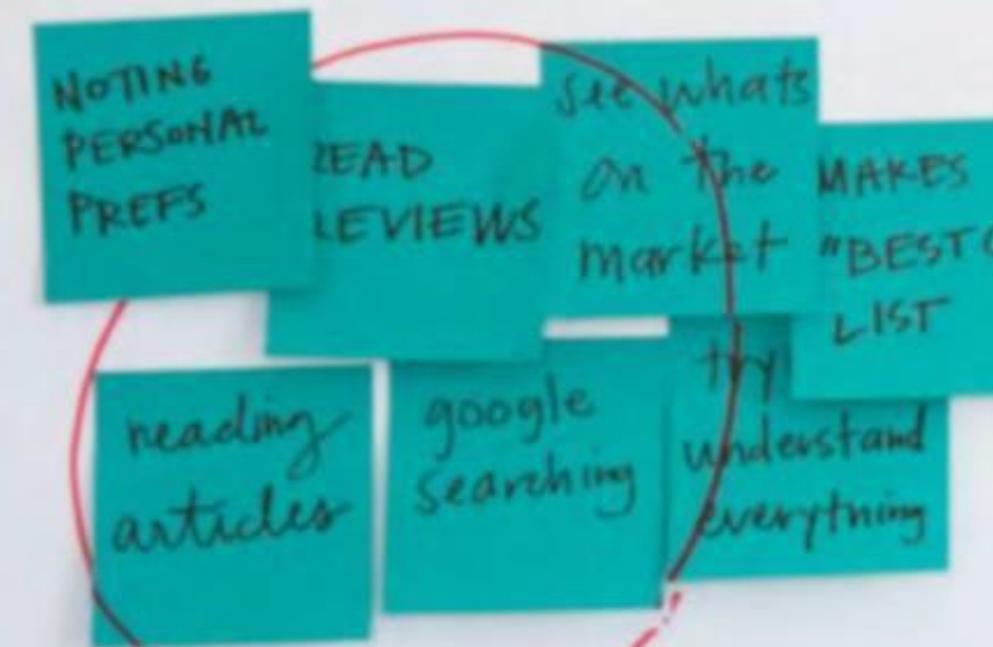


FEELING



STEPS/PHASES

DOING



THINKING

pain = areas of opportunity

what are
I don't
want/ want?
I don't
understand
all these
terms
ah!
there is so much to
read
WHERE DO
I START?
I wish
this wasn't
so hard

too
many
choices!
AM I
FORGETTING
ANYTHING? what do I
want?
What is
4K, OLED,
etc.? what do I
want?
Who do
I trust? More
variations
am I the
only one
to go through
this?

hope I'm
making the
right choice
yikes!
lots of \$
CHOICE
BUY ONLINE
OR IN
STORE?

This is/
isn't what
I expected when
I did
S:
want an
awesome
entertainment
area
FINALLY!

FEELING

intimidated
OVER-
WHELMED
inadequate
unsure

confused
FRUSTRATED
(TOO MUCH
TIME!)
worried about
still

anxious
nervous
to take
the plunge
ON EDGE
ABOUT
GETTING
IT HOME
joyful

Recomendação de Leitura

