

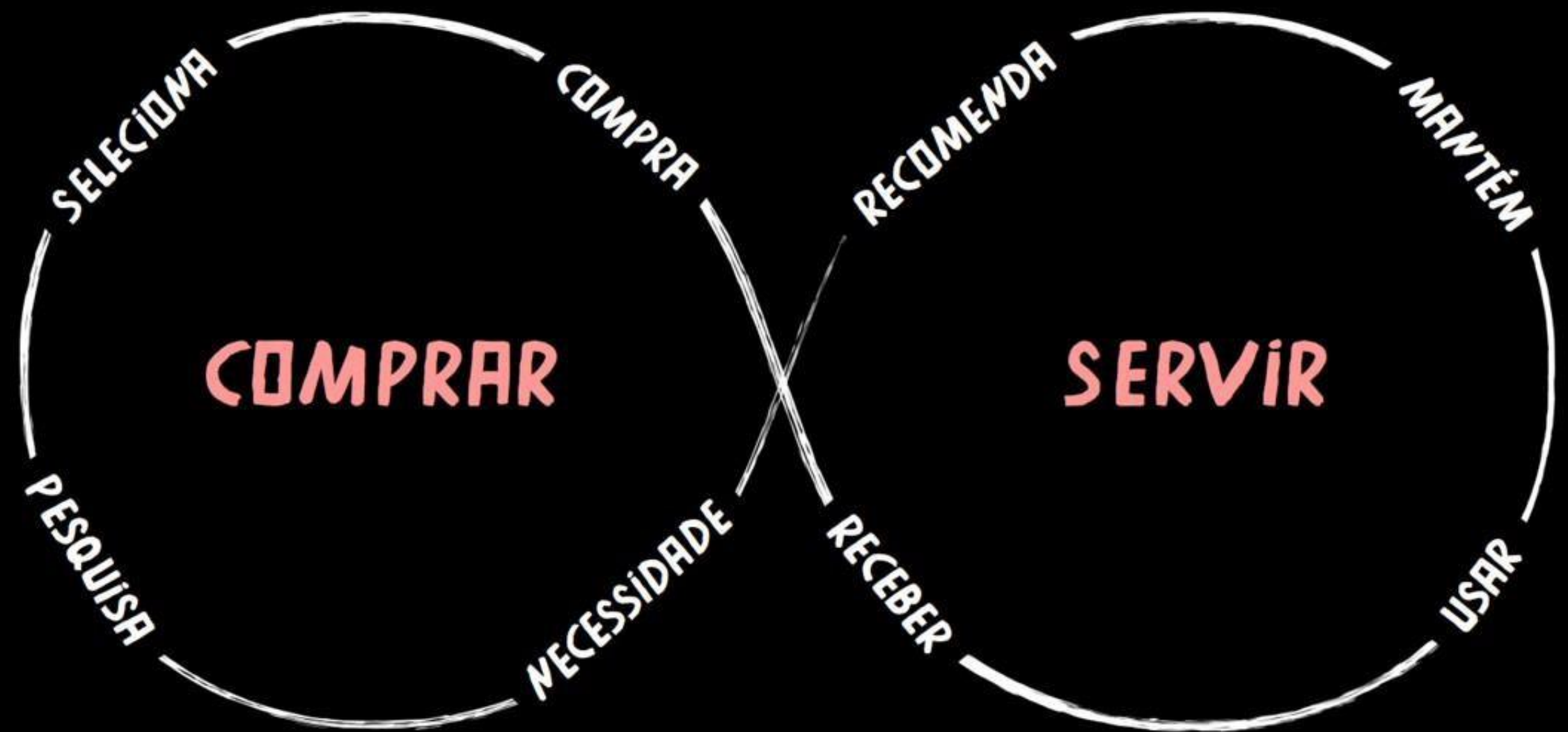
Aula #3

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.



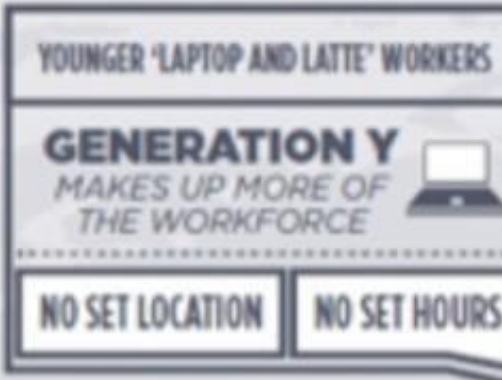
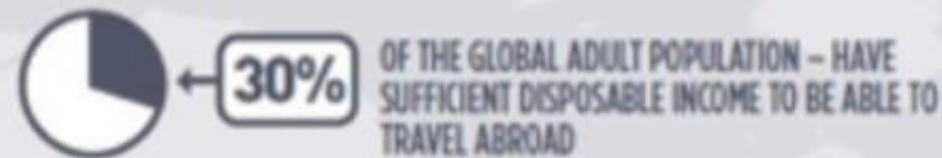
2013 THE CUSTOMER JOURNEY

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?



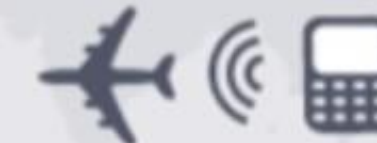
PLANNING THE TRIP

WHERE ARE THEY STAYING?

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



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



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



THE NUMBER OF CITY TRIPS GREW BY 14% IN 2012



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



WHAT'S THE EXPERIENCE?



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



POST TRAVEL

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



THE INVISIBLE TRAVELLER:



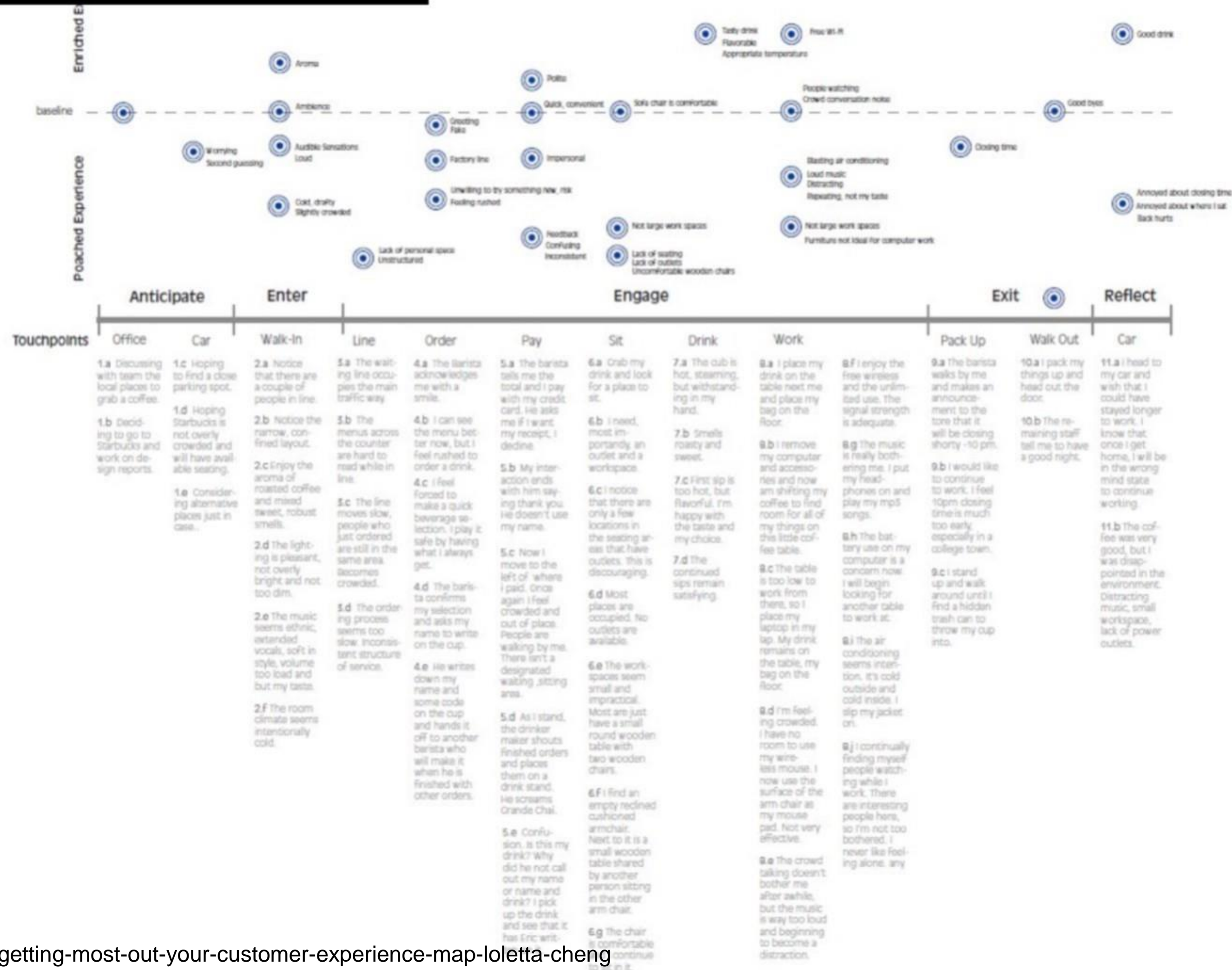
Starbucks Experience Map

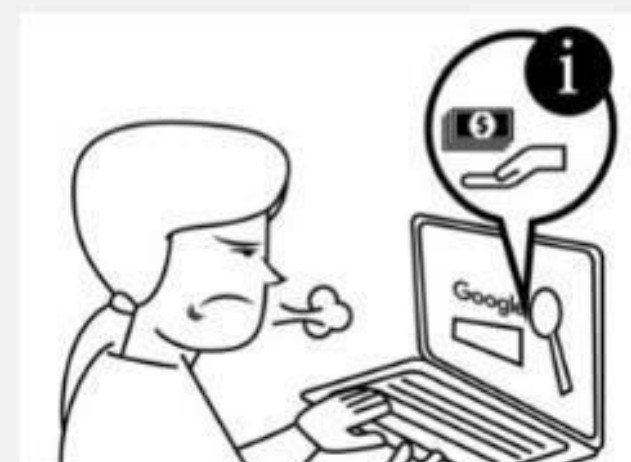
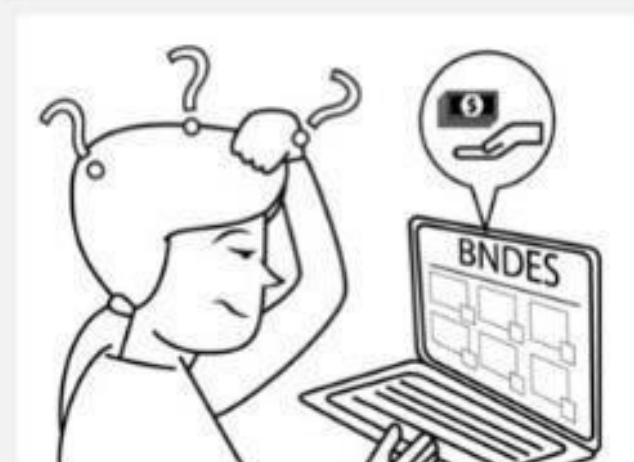
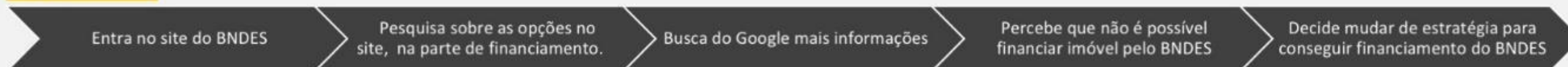
Starbucks Experience Map

Date: 3/22/10

Eric - Repeat Customer

Purpose: To work/drink coffee





STEPS/ PHASES

DOING

NOTING PERSONAL PREFS
READ REVIEWS
see what's on the market
try to understand everything
google searching
MAKES "BEST OF" LIST

WATCH TV'S IN STORE
MAKING A LIST OF "MUST HAVES"
reading more reviews
going back & forth
ask friends
SLOWLY NARROWS SEARCH

SEARCH FOR COUPONS
MOVE \$ FROM SAVINGS
borrow bigger car
go in store

HOST GUESTS
watches more Netflix
has trouble setting up
get rid of old TV

THINKING

what are my wants/needs?
ah! there is so much to read
WHAT IS MY BUDGET?
I don't understand all these terms
WHERE DO I START?
I wish this wasn't so hard

too many choices!
AM I FORGETTING ANYTHING?
what is 4K, OLED, etc.??
what do I need?
I was expecting more variations
Who do I trust?
WHY IS THIS SO DIFFICULT?
am I the only one to go through this?

hope I'm making the right decision
yikes! lots of \$
SHOULD I BUY ONLINE OR IN STORE?
wait, do I want a different one?

I want an awesome entertainment area
This is/ isn't what I expected
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

STEPS/
PHASES

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THINKING

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joyful

pain = areas of opportunity

Recomendação de Leitura

