



# JOURNEY MAP TEMPLATE

1

BEFORE

2

DURING TRAVEL

3

AFTER



PHASES



KEY EVENTS

What activities take place during this phase.



GOALS

What the traveler tries to archive.

TOUCHPOINTS

(and stakeholders)



EXPERIENCE, SATISFACTION

How the traveler feels about his/her experience.



NEEDS

What are the needs of the traveler to achieve his/her goals?

1 BEFORE		2 DURING TRAVEL								3 AFTER	
Scheduling trip	Travel Booking	Travel from home	Airport	Plane	Airport	Travel to / at destination	Hotel	Meals	Communication	Reimbursement	
<ul style="list-style-type: none"> <li>Set up meeting</li> <li>Agree on agenda</li> <li>Agree on location</li> <li>Research travel and hotel to see if fits agenda and budget</li> </ul>	<ul style="list-style-type: none"> <li>Contact travel agency</li> <li>Review options</li> <li>Make booking</li> <li>Download and print out tickets/ vouchers</li> </ul>	<ul style="list-style-type: none"> <li>Book a car to pick-up</li> <li>Pack bag</li> <li>Remember to bring everything you need for the meeting</li> <li>Take car to airport</li> </ul>	<ul style="list-style-type: none"> <li>Check-in</li> <li>Go through security</li> <li>Go through passport control</li> <li>Lounge</li> <li>Go to gate</li> </ul>	<ul style="list-style-type: none"> <li>Board the plane</li> <li>Take-off</li> <li>Meal</li> <li>Landing</li> <li>De-planing</li> </ul>	<ul style="list-style-type: none"> <li>Find next gate (if connecting flight)</li> <li>Passport control</li> <li>Pick-up luggage</li> <li>Find ground transportation</li> </ul>	<ul style="list-style-type: none"> <li>Find Taxi stand</li> <li>Wait for taxi</li> <li>Take taxi</li> <li>Drive to destination</li> <li>Alternative: Rental car</li> </ul>	<ul style="list-style-type: none"> <li>Check-in</li> <li>Find room</li> <li>Settle in (unpack, shower, sleep, etc)</li> <li>Check-out</li> </ul>	<ul style="list-style-type: none"> <li>Find place to eat</li> <li>Order food</li> <li>Eat</li> <li>Pay</li> </ul>	<ul style="list-style-type: none"> <li>Check email</li> <li>Receive /make phone calls</li> </ul>	<ul style="list-style-type: none"> <li>Find receipts</li> <li>Upload receipts</li> <li>Name expenses</li> <li>Submit reimbursement request</li> </ul>	
<ul style="list-style-type: none"> <li>Easy and fast sync of meeting and travel</li> <li>Minimize time away from home</li> </ul>	<ul style="list-style-type: none"> <li>Comfortable travel and stay for a good price</li> <li>Minimize travel time</li> </ul>	<ul style="list-style-type: none"> <li>Efficient use of time</li> <li>Bring necessary documents</li> </ul>	<ul style="list-style-type: none"> <li>Fast and pain-less flow</li> <li>Minimal waiting</li> </ul>	<ul style="list-style-type: none"> <li>Fast and painless flow of events</li> <li>Find time to work on plane</li> </ul>	<ul style="list-style-type: none"> <li>Quickly traverse the airport</li> <li>That the bags are there</li> <li>Getting quickly out of the airport</li> </ul>	<ul style="list-style-type: none"> <li>Find Taxi</li> <li>Know fare and how much to tip</li> <li>Know destination address</li> </ul>	<ul style="list-style-type: none"> <li>Fast Check-in</li> <li>Comfortable bed</li> <li>Wifi</li> <li>Easy access to food</li> </ul>	<ul style="list-style-type: none"> <li>Good food</li> <li>Good service</li> <li>Open</li> </ul>	<ul style="list-style-type: none"> <li>Connect to wifi</li> <li>Cell phone service</li> </ul>	<ul style="list-style-type: none"> <li>Easy and fast process</li> <li>Take away this step?</li> </ul>	
<ul style="list-style-type: none"> <li>Other colleagues</li> <li>Web <ul style="list-style-type: none"> <li>Booking.com</li> <li>Airline website</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Travel agency</li> <li>Internal travel system</li> <li>Web</li> </ul>	<ul style="list-style-type: none"> <li>Taxi company (phone/app)</li> </ul>	<ul style="list-style-type: none"> <li>Ticket/Baggage check agents</li> <li>Security control agents</li> </ul>	<ul style="list-style-type: none"> <li>Stewardess</li> <li>Gate</li> </ul>	<ul style="list-style-type: none"> <li>Passport agents</li> <li>Lost baggage agents</li> <li>Airport signage</li> </ul>	<ul style="list-style-type: none"> <li>Taxi stand</li> <li>Rental car office</li> <li>Taxi driver</li> </ul>	<ul style="list-style-type: none"> <li>Reception</li> <li>Concierge</li> <li>Room</li> <li>Restaurant</li> </ul>	<ul style="list-style-type: none"> <li>Restaurant</li> <li>Hotel</li> </ul>		<ul style="list-style-type: none"> <li>Reimbursement system (web/paper)</li> <li>Accounting</li> <li>Credit card provider</li> </ul>	
<ul style="list-style-type: none"> <li>Easy meeting setup</li> <li>Easy syncing of time-date with travel booking (availability)</li> </ul>	<ul style="list-style-type: none"> <li>Good flight times</li> <li>Good hotel options close to the venue</li> <li>Help with booking</li> </ul>	<ul style="list-style-type: none"> <li>No delays</li> <li>Get to airport on time</li> </ul>	<ul style="list-style-type: none"> <li>No delays</li> <li>Ability to work in airport</li> <li>Access to food/beverages</li> <li>Peace and quiet</li> </ul>	<ul style="list-style-type: none"> <li>Plane(s) on-time</li> <li>Ability to work on the plane</li> <li>Something to drink/eat</li> </ul>	<ul style="list-style-type: none"> <li>Easy to find luggage/exit</li> <li>Minimal waiting time / lines</li> </ul>	<ul style="list-style-type: none"> <li>Taxi's that take credit card</li> <li>Easily communicate with the driver</li> <li>Car that is available</li> </ul>	<ul style="list-style-type: none"> <li>Quiet room</li> <li>Ability to work in room</li> </ul>	<ul style="list-style-type: none"> <li>Ability to eat when you need to (may be out of normal hours)</li> <li>Reasonable price</li> <li>Easy access</li> </ul>	<ul style="list-style-type: none"> <li>Ability to connect with your work and family while traveling</li> <li>Easy connection with travel agents</li> </ul>	<ul style="list-style-type: none"> <li>Fast reimbursement of costs</li> <li>All reasonable expenses covered</li> <li>Minimal out-of pocket payments</li> </ul>	