



JANET
The Studious Parent

Journey Map

Age: 30 Years Old
Marital Status: Married
Education: Pursuing a Masters in Behavioral Science
Occupation: Mom & Full-Time Student
Customer Experience: Researching for an academic project
Bio: Janet lives in the Austin metro area with her husband & two-year-old daughter, Jessie. She used to work as a teacher for six years & wants to pursue a career in Behavioral Science to understand her students better.

Emotions Key

- Happy
- Content
- Sad/Frustrated

Touchpoint Key

- Mobile Phone
- Desktop Computer

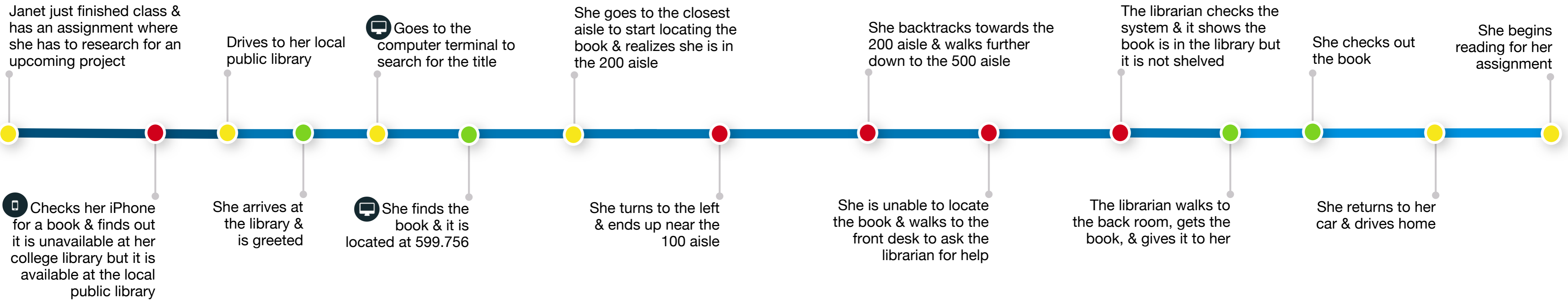
STAGES

Before Library

During Library

After Library

ACTIONS



PAIN POINTS

- Knows where to begin but does not exactly know how
- Annoyed she needs to take an extra step to drive to another location to find what she's looking for

- She is a beginner with the Dewey Decimal System
- Finds herself walking in circles through the aisles not knowing the book is not even shelved
- Despite the effort of spending time searching, she needed to find a librarian to help her

- She wishes there was an easier way to find the book
- She wasted her time when she could have initially gone to the librarian

JOYS

- Relieved there is another resource
- She does not need to purchase the book
- She found the book easily on her iPhone

- The comfort of feeling welcomed by greeting
- Receiving assistance from librarian
- It's hard to leave in the middle of the conversation to find others who are more interesting

- The book was available within her area
- She was ready to begin her assignment after checking out book