

Customer journey map

Walk one person's experience from first notice to first use. Write what they do, think and feel at each stage, then mark the moments that matter and the smallest change that would make the next step easier.

PERSONA		SCENARIO		THEIR GOAL		TEAM / DATE	
Priya, 38 — a working parent choosing a school for her 10-year-old daughter		Choosing a secondary school for September entry		Find a school where her daughter will be known, without overpaying			
	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5	STAGE 6	
	Noticing	Researching	Visiting	Applying	Deciding	Starting	
Doing							
What do they actually do?	Hears the school mentioned at the school gate; looks it up that evening.	Compares three schools’ websites, fees and results; asks a parents’ group.	Books an open morning; tours with forty other families; meets the head briefly.	Fills in a nine-page online form; uploads reports; pays a non-refundable fee.	Waits three weeks; receives an offer by email; weighs it against another.	Pays the deposit; buys uniform; her daughter’s first week begins.	
Thinking							
What are they asking themselves?	“Is this a school for families like ours?”	“Why can’t I find the fees? Are these results real?”	“Everyone is lovely — but would she be known here?”	“Why do they need all this now? What if we’re turned down?”	“Silence usually means bad news.”	“Did we make the right call?”	
Feeling							
Plot the emotional high and low points							
Touchpoints							
Where does the business meet them?	Word of mouth · search result	Website · fees page · parents’ group	Booking email · open morning · head’s talk	Online form · payment page	Offer email · phone call	Welcome pack · uniform shop · class teacher	
Pain points							
Where does it go wrong?	Nothing distinctive in the first result.	Fees hidden behind an enquiry form.	The group tour feels generic; no time with teachers.	Documents demanded before the family is sure.	No update during the wait.	The first contact after ‘yes’ is an invoice.	
Lever							
What small change would make the next step easier?	One line on why families choose us — in parents’ own words.	Publish fees and dates. Remove the doubt.	Small-group visits; every child meets a teacher.	Ask for commitment later: split the form in two.	A dated timeline and a ‘we haven’t forgotten you’ note.	A welcome from the class teacher before the invoice.	