Customer Journey Map: VISTAS

01 Research & Planning

DOING

Web searches, app searches, yelp.com, park brochures, view maps of area, view brochures, flickr images, places never been to places admired

THINKING

What is the easiest way to find a trail?
Where do I want to go?
How long do I want to hike?
Where do I want to hike?
Are there any trails nearby?
What are the popular trails nearby?
I'm looking for a specific trail, a trail with ___ characteristics.
I'm looking for a trail with a certain difficulty

FEELING

I'm excited to go hiking
Will I be able to find a good trail?
What kind of trail do I want?
Will my friends be able to go?

PRINCIPLE

People want a seamless hiking experience and want to use one application instead of several different ones.

EXPERIENCE

Enjoyability: ○○○○
Relevance: ○○○○
Helpfulness: ○○○○

OPPORTUNITIES

Initial: To help take the guesswork out of trails.
Overall: To provide all the information a user could need in an organized manner.

02 Pre-Hike

PRINCIPLE

Finding a hiking trail is only a small part of the larger hiking process.

THINKING

What other activities can I do on a specific trail?
What do I need to bring?
Do I know how to get there?
Where have my friends been lately?
Is my camera charged?
How much does the trail cost?

EXPERIENCE

Enjoyability: ○○
Relevance: ○○○
Helpfulness: ○○○

DOING

Check the weather, see where friends are going, download guides, maps, brochures, information to my phone, which camera do I bring, do I need gas in my car?

OPPORTUNITIES

Initial: To be sure users are getting exactly what they want out of a trail.
Overall: Enrich people's lives of all sorts of physical activity.

FEELING

I wonder how busy the trail will be?
I wonder what parking will be like?
Where can I grab sandwiches nearby?
Is this the trail I want to take?

03 During Hike

FEELING

What do I do if I run into a hazard?
This is a beautiful trail
This trail is too strenuous
This trail is too boring
This trail is amazing
This trail is not the best
I wore the correct clothes
I didn't wear the correct clothes

DOING

Hiking trail, looking around, taking photos, talking to friend(s), thinking about sights to come on the trail, thinking about other trails or where to hike next, whether the features on the trail are what I wanted

PRINCIPLE

People build and plan their hiking trips over time.

THINKING

How many miles have I been hiking?
Am I getting the most out of this trail?
I want to hike _ next weekend
Am I on the right trail?
Am I still on the trail?
Is there a better trail nearby?
That was a cool trail I went to last spring

EXPERIENCE

Enjoyability: ○○○○
Relevance: ○○○○
Helpfulness: ○○○○

OPPORTUNITIES

Initial: To be able to provide users with a personal tracking resource.
Overall: To make initial impressions of finding a trail positive.

04 Post-Hike

THINKING

Was that a good trail?
How do I share my experience with others?
How long did I hike?
What was the vertical elevation?
How long was the trail?
What other trails are nearby?

EXPERIENCE

Enjoyability: ○○○
Relevance: ○○○
Helpfulness: ○○○

PRINCIPLE

People value a hiking application that simplifies and adds value to their life.

FEELING

That was a great hike
The people were really nice on the trail
Where can I go next weekend
Is there a cool __ (store, brewery, etc.) on my way home?

OPPORTUNITIES

Initial: To make sure people feel their time, energy and money is well spent.
Overall: To enrich people's lives.

DOING

Download images from camera, phone, posting on instagram, facebook, twitter and flickr. Rate the trail in the app, provide tips, feedback