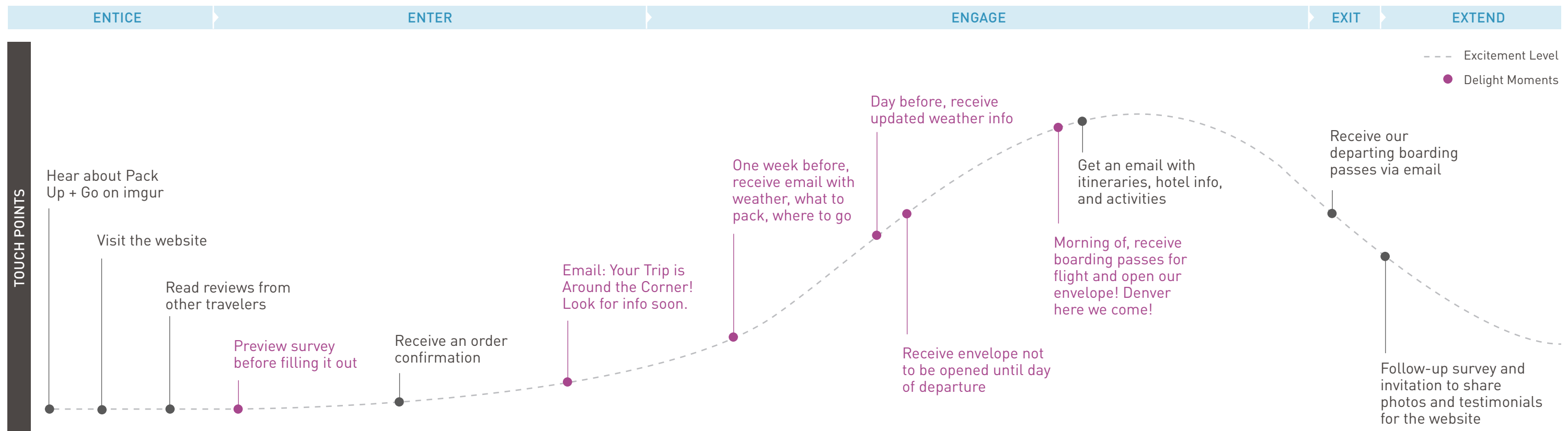


PACK UP + GO

Customer Experience Journey Map



	RESEARCH	SIGN UP	PACK	TRAVEL	FEEDBACK			
DELIGHTS	I don't trust the reviews on the company's website. I'm going to do my own research to validate whether this thing is legit.	The survey is displayed on the website to preview all the questions before committing to signing up for a trip.	Tell all our friends about this crazy cool thing we're trying.	Since we were traveling over Halloween, they mentioned providing some fun ways to celebrate in costume in our mystery city.	If you try to peek through the back of the envelope, you can see a page that says 'No Peeking'. Clever Pack Up + Go!	The packet of info is printed on cardstock. They also created a google map with all the recommended restaurants and attractions.	Not only did they include tickets to a microbrewery tour and the art museum, we were given a gift card for Uber to get around town.	We had the same travel concierge from start to finish. Thanks Jordan!
OPPORTUNITIES	Create a hashtag or public forum for anyone to contribute their thoughts, good, bad, or otherwise.	The order summary which included my survey responses was hard to read and verify what I'd submitted.		Pain Point: The airport was a 3-hr drive away and since the flight was leaving very early, we got a hotel near the airport.		We were hoping to get some of the local faves in terms of restaurants and bars. Could be an opportunity to highlight previous traveler or locals recommendations.		