




Walmart 

Journey Mapping

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A **journey map** is a visual representation of a user's experience as they interact with a service, product, or process over time. It helps teams understand the user's perspective, identify pain points, and optimize experiences.

The Scenario

Jerry, a Walmart Store Manager, receives an urgent alert that her store has been hit by a severe storm. Early reports indicate power outages, possible flooding, and product loss.

Employees on-site have flagged safety concerns, and some are unable to report to work due to road closures.

Jerry's primary objective is to assess the damage, ensure employee and customer safety, and coordinate recovery efforts to restore operations quickly. She must navigate safety hazards, inventory losses, and corporate coordination while keeping employees informed and the community updated.

Persona

Jerry Jones IV
(The Mr. Jones)

Scenario

Jerry needs to fly out on short notice in order to ensure safety of his team members and assess a store that sustained severe damage during inclement weather

Goals

- Travel in a timely manner with minimal obstacles
- Quickly book an approved flight to the desired location
- Get on the plane within 24 hrs.

Expectations

- Ensure a comfortable flight
- Seamless traveling experience (before, during, after)
- Status and progress of their travel

Success

Success looks like a seamless start to end experience that is informative and has minimal obstacles

FRONT WINDOW

PHASE 1

- Trip Planning
- Trip Building
- Trip Analysis

DOING

Receiving notifications that store 1234 received damage due to tornado

Calls Travel Coordinator and asks her to request a company aircraft early the next day

REQUEST WINDOW

PHASE 2

- Trip Request
- Trip Review
- Trip Approval

DOING

Packing for the trip, revising his schedule and coordinating anything that needs to be done before leaving

ITINERARY WINDOW

PHASE 3

- Itinerary
- Profiled Service

DOING

Wakes up, gets a coffee and checks his emails for updates, he heads to the airport early and waits in the lobby for 6 more passengers for 1 hr.

Receives notification from the crew that there might be potential changes to the flight ahead of departure

INFLIGHT WINDOW

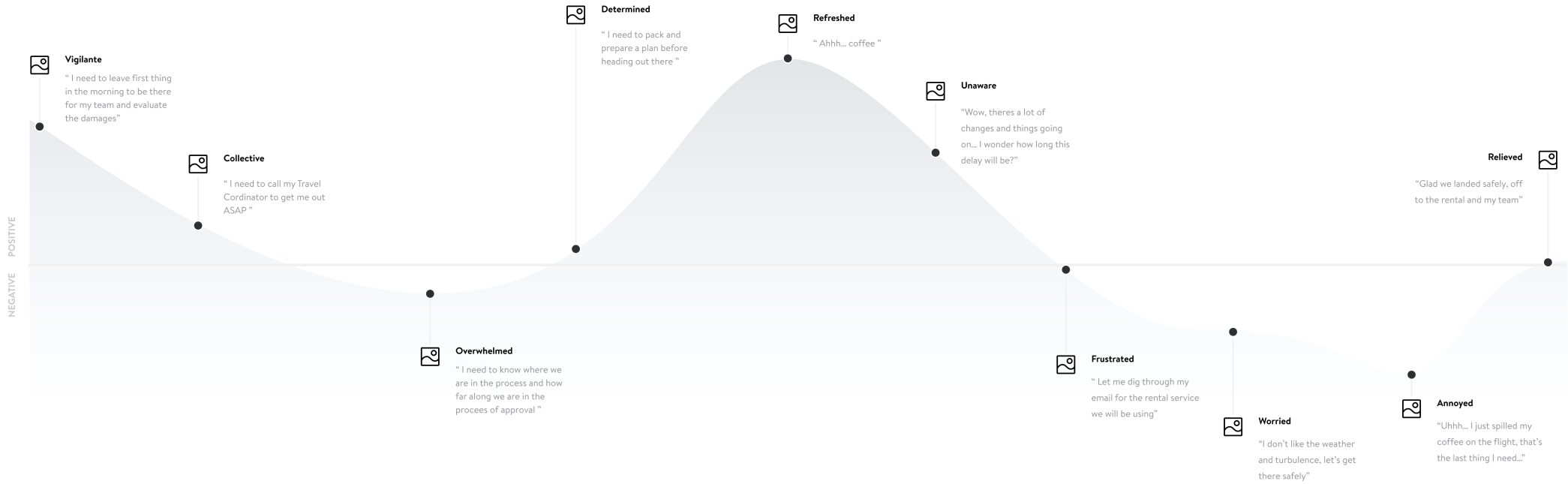
PHASE 4

- Inflight Reporting
- Feedback
- Experience Tracking

DOING

Boards the plane, Connects to wifi, spills his coffee on himself, trying to clean up the best he can

Wondering about landing and time frame to keep on pace with schedule due to earlier delays



OPPORTUNITIES + IDEAS

PHASE 1 | FRONT WINDOW

List the opportunities (from the users perspective) or ideas that are brought up

PHASE 2 | REQUEST WINDOW

List the opportunities (from the users perspective) or ideas that are brought up

PHASE 3 | ITINERARY WINDOW

List the opportunities (from the users perspective) or ideas that are brought up

PHASE 4 | INFLIGHT WINDOW

List the opportunities (from the users perspective) or ideas that are brought up