

Customer Journey

Agency Name _____

Persona _____

Stages					
Goals					
Actions					



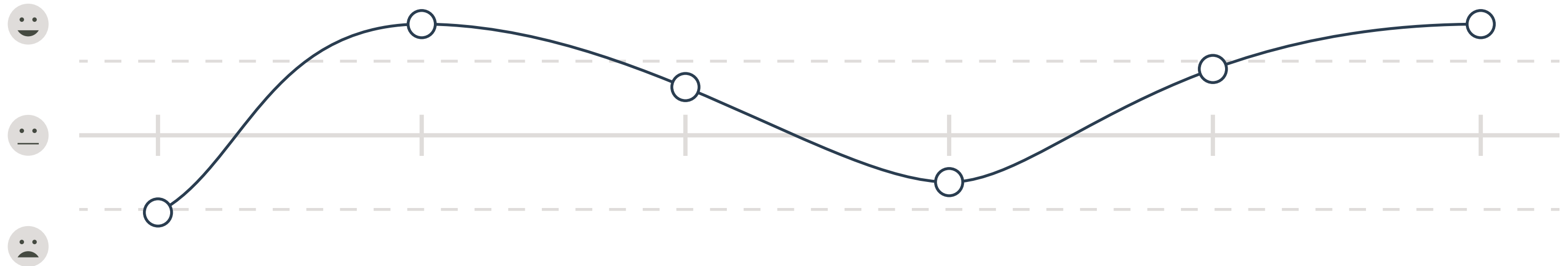
Thoughts					
Touch Points					

Customer Journey

Agency Name GeorgiaGov Interactive (GTA)

Persona PM Michael

Stages	Inquiry	Interest	Evaluation	Decision	Service	Retention
Goals	New website, Easy content management, Stable environment	Learn about GeorgiaGov services and web publishing platform	Decide if services fit agency budget. Agency buy in.	Get started as soon as possible.	Go live as soon as possible. Plan for post deployment.	Keep site active and updated. Explore new ways of displaying content.
Actions	Consult peers, Attend GOVTalks, Contact GTA	Visit website, Read blogs, Check social media, Ask questions, Request proposal	Compare proposal with other vendors, Ask follow up questions	Sign the SOW, Form a team to work with GeorgiaGov	Work with GeorgiaGov team as per project phase	Log in the CMS, Open tickets, Attend trainings and GOVTalks



Thoughts	Need a new design, Need to decommission servers, Lost our web developer	Will this work for us? How expensive are their services? Is this GETS?	Is this the best deal? Will the freelancer hosting on GoDaddy be better?	Lets start soon. How long will the project last? When do we get trained?	Content is hard. Wish we had started sooner. I might need more training.	Content is still hard. Need to learn about Social Media. When can we redesign?
Touch Points	Phone calls, Website, In-person conversation, Emails	Website, Social Media, Team members	SOW, Emails, Phone calls, Team members	SOW, Emails, Phone calls, Team members	Team members, Emails	Support tickets, Blogs, Release notes, Social Media, Training