

# EXAMPLE JOURNEY MAP FOR A COFFEE MAKER PURCHASE

## RESEARCH STAGE

### EXAMPLE TASK, NEEDS & TOUCHPOINTS

#### TASK

Conduct preliminary research to get informed about product options (manufacturers/brands/models)

#### NEEDS

- Able to find credible, unbiased reviews
- Access to all the product information I need before I go to the store (e.g., specs, capabilities)
- Easy to compare the pros and cons across brands or models
- Able to gain a sense of typical price ranges and promotions
- Feel prepared before I visit an actual store

#### TOUCHPOINTS

Manufacturer websites, online product review sites, online retailers, social media sites, etc.

EVENT /  
FAILURE

RESEARCH

PURCHASE

USAGE

REPAIR

RETURN