Future Journey Map

Stages	Deciding to go			
Doing	Deciding on going to the Do event.	Building a business case for approval.	Manager completes purchase of ticket.	
Thinking	*"My friends are trying to convince me to go to DO, but I'm still not sure what the value is for me."*	*"I made a business case to go. My manager reviewed it and approved the ticket purchase."*	*"I've put the event in my calendar and I'll let my Manager know about the agenda for upcoming DO event."*	
Feelings	Sure	Excited & prepared	Anxious but hopeful.	Achieved goals	Satisfied
Pleasure Points	The website provide a convincing case for why to attend the conference and the price point.	website Prepare tools and information to be able to build a business case. The user has to make the case themselves.	The website provide an Email or conversation with the boss.	Platform's sharing feature	Reflecting on the platform's role in achieving goals.
Touch-points	DO Website			
Experience	Provide a convincing case for why users should attend the conference and commit to a purchase.	Provide tools and information to help users build a business case for themselves.	Provide a rationale for how the event will benefit the user in their place of work.	