Customer Journey Map

to

Walt Disney World

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The journey map is a map containing elements a customer goes through to make a purchase decision. Key elements of that journey are the persona, awareness, consideration, purchase, uses/service, and loyalty. Each step of the journey is important in understanding the thoughts and feeling behind each step and what and why a customer comes to a decision.

**Persona**

In this journey map, the person going on the journey so to speak is a female. She is between the ages of 30-40. She is also a mother and wife. She is a working mother at that. Although this journey map shows the women going through the journey, she has other influences around her in making the decision which is her husband, and kids.

**Awareness**

The woman is made aware of the product by seeing an advertisement on the television (TV). She decides that it would be a fun family vacation, and want’s to find out more. The kids are equally excited, now nagging mom to go. The husband is uneasy about the amount it is going to cost them but is somewhat excited as well.

**Consideration**

When considering whether to go to Walt Disney World, the women goes online to the company’s website to get more information. She has to click on several different links just to price the vacation out. It is overwhelming for her, confusing, and she doesn’t think she can do it on her own. She then goes to Disney blogger sites for tips and trips. She also consults friends and family for their advice on places to stay and for the best price.

**Purchase**

After looking at all the information, it was time to purchase. The mom decided on the dates they were going, the place they were going to stay, and what they were going to do while visiting Walt Disney World. She was heavily influenced by Disney blogger sites to get the best tips and tricks. She made the purchase online.

**Use/Service**

Once the trip was purchased, the planning was not over. She had to call the customer service line to make dinner reservations and Fast pass reservations. Which she learned was reservations to get on the rides. She knew calling a customer service line was going to be stressful, however, they seemed pleasant on the phone. Then came the frustrating part when she was put on hold very an extended period of time. Once the agent came back on the phone, she was able to get things squared away with all the times and places she wanted to go. The family was off to Disney World.

**Loyalty**

Upon arrival, they had such a good time. The dad was so impressed, that he felt that is was well worth the money, which reconfirmed mom’s choice of a great vacation. Of course, the kids had a great time. The family posted all of their photos on Facebook and Twitter. They even created Snapchat’s of themselves. Mom even started following Disney World on all the social media sites and participated in Disney blogger sites. Even Dad wants to go again next year he had that much fun.

In this journey map, it shows the journey of a mom deciding to go to Walt Disney World and the steps to get there. She was made aware by an advertisement, she considered the possibility, she purchased the trip, she used the service, and she became a loyal customer.