

# Customer Journey: How does your persona move through their day on campus/ at school?

Name

Sketch: Scenarios, People, Places

Activities: What is happening in this situation? What is your persona doing?

Mind Focus: Is the person focused in this situation? Checking social media? Thinking about dinner?



Emotional state (red – negative, green – positive), Note down one emotion

Expectations: What does the person expect in this situation?

Opportunities: What opportunities does this situation offer? How can the School leverage them? Who has the option to implement changes?