



**Target Market Segment:**  
**Description:**

**Activity:** Visualise your target market's journey through the process of discovering, booking & experiencing to make it easier for them!

JOURNEY STEPS:	INSPIRATION	PLANNING/RESEARCHING	BOOKING
<b>NEEDS:</b> What does your target market need? What information are they looking for? What actions do they take?			
<b>TOUCHPOINTS:</b> What part of your destination/business/service do they interact with?			
<b>FEELING:</b> What is your target market thinking & feeling? (use emoji's to express feeling)   			
<b>PAIN POINTS:</b> What does your target market want to achieve & avoid? What isn't working? What problems do they run into?			
<b>OPPORTUNITIES &amp; IDEAS:</b> What could you improve or introduce?			

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JOURNEY STEPS:	PRE-TRIP	IN-TRIP	POST TRIP
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