Scenario: Food Delivery

Persona: Volunteer

Jonah is a new volunteer that is excited to get started with their first food delivery. They need 10 hours of community service in the next month to meet a requirement and chose our non-profit out of many because of our mission. They've done all the steps necessary to register for their first food delivery.

Starting Point: Just starting their delivery & leaving their house
End Point: Completed a food delivery

Journey Map Descriptions

High-level Steps	The main touchpoints the persona encounters. Leave the details for later. For example, consider the journey map for toasting bagels. An example of high-level steps would be: get the bagel, prepare the toasting mechanism, toast the bagel. Details like "turn on the oven" or "plugin the toaster" would belong in the actions (the next section).
Actions	What does the persona do or decide to arrive at this step? Draw on your own experiences and the experiences of people you've talked to.
Information & Tools	What information does the persona need during this step? An example from toasting bagels: What toasting mechanisms are available? How many bagels need to be toasted?
Thoughts & Experiences	What thoughts are going through the persona's head while they're on this step? Examples: Last time my bagel burned, how do I avoid that? Mmmm, a warm bagel with cream cheese.
Emotions	There are many emotions, and humans can feel several at once. Think about your own experience and the experience of people you've talked to. Make your best effort at capturing the emotions for each step. Reference the handout for ideas.

feelings

needs are not met

needs are met

needs are met (orange section)
- Poised
- Self-Assured
- Fulfilled
- Pleased
- Brave
- Courageous
- Empowered
- Effectual
- Delighted
- Glad - Pleased
- Elated
- Thrilled
- Enthusiastic
- Passionate
- Appreciation
- Thankful
- Self-Confident
- Self-Esteem
- Encouraged
- Powerful
- Happy
- Ecstatic
- Excited
- Grateful
- Proud
- Joyful
- Engaged
- Fascinated
- Entranced
- Energetic
- Intrigued
- Absosrbed
- Engrossed
- Interested
- Curious
- Captivated
- Mesmerized
- Animated
- Refreshed
- Trusting
- Assured
- Hopeful
- Secure
- Confident
- Positive
- Relieved
- Optimistic
- Expectant
- Safe
- Comforted
- Certain
- Convinced
- Peaceful
- Loving
- Affectionate
- Adoration
- Connected
- Caring
- Friendly
- Fondness
- Admiration
- Reverence
- Close
- Intimate
- Compassionate
- Tenderness
- Satisfied
- Comfortable
- Serene
- Calm
- Quiet
- Centered
- Congruous
- Balanced
- Harmonious
- Tranquil
- Relaxed
- Content

needs are not met (green section)
- Aggravated
- Upset
- Resentful
- Irritated
- Jealous
- Animosity
- Enraged
- Furious
- Reluctant
- Resistant
- Uninterested
- Bored
- Sickened
- Nauseous
- Scorn
- Hateful
- Suspicious
- Apprehensive
- Concerned
- Worried
- Helpless
- Susceptible
- Frightened
- Terrified
- Frustrated
- Annoyed
- Envious
- Mad
- Averse
- Apathetic
- Repulsive
- Contempt
- Insecure
- Anxious
- Vulnerable
- Scared
- Angry
- Disgusted
- Afraid
- Shocked
- Amazed
- Preoccupied
- Hesitant
- Stunned
- Stressed
- Confused
- Puzzled
- Astonished
- Distracted
- Startled
- Overwhelmed
- Surprised
- Sad
- Ashamed
- Hopeless
- Fatgued/Tired
- Miserable
- Despair
- Heartbroken
- Devastated
- Discouraged
- Disappointed
- Self-conscious
- Uncomfortable
- Regretful
- Remorseful
- Mortified
- Horrified
- Chagrined
- Flustered
- Depressed
- Pain & Hurt
- Grief & Sorrow
- Unhappy
- Awkward
- Guilty
- Embarrassed
- Humiliation

Scenario: Food Delivery Coverage

Persona: Part-time Organization Staff

Marco has worked part-time for our organization for the last year. It fits in well with his class schedule at the local university. He knows if he stays on top of shift coverage early, it saves the whole team stress. He also recognizes that there are factors beyond his control, like weather, that can impact how many shifts need last-minute coverage.

Starting Point: Just starting the task of ensuring shift coverage for food deliveries.
End Point: Shift Coverage for a period of time is complete. (specify the periods of time your organization looks at shift coverage)

Journey Map Descriptions

High-level Steps	The main touchpoints the persona encounters. Leave the details for later. For example, consider the journey map for toasting bagels. An example of high-level steps would be: get the bagel, prepare the toasting mechanism, toast the bagel. Details like "turn on the oven" or "plugin the toaster" would belong in the actions (the next section).
Actions	What does the persona do or decide to arrive at this step? Draw on your own experiences and the experiences of people you've talked to.
Information	What information does the persona need during this step? An example from toasting bagels: What toasting mechanisms are available? How many bagels need to be toasted?
Thoughts & Experiences	What thoughts are going through the persona's head while they're on this step? Examples: Last time my bagel burned, how do I avoid that? Mmmm, a warm bagel with cream cheese.
Emotions	There are many emotions, and humans can feel several at once. Think about your own experience and the experience of people you've talked to. Make your best effort at capturing the emotions for each step. Reference the handout for ideas.

feelings

needs are not met

needs are met

needs are met (right side)

Poised, Self-Assured, Fulfilled, Pleased, Brave, Courageous, Empowered, Effectual, Delighted, Glad - Pleased, Elated, Thrilled, Enthusiastic, Passionate, Appreciation, Thankful, Absosrbed, Engrossed, Interested, Curious, Captivated, Mesmerized, Animated, Refreshed

Self-Confident, Self-Esteem, Encouraged, Powerful, Happy, Ecstatic, Excited, Grateful, Engaged, Fascinated, Entranced, Energetic

Proud, Joyful, Intrigued

Trusting, Assured, Hopeful, Secure, Confident, Positive, Relieved, Optimistic, Expectant, Safe, Comforted, Certain, Convinced

Peaceful, Loving, Affectionate, Adoration, Connected, Caring, Content, Relaxed, Tranquil, Harmonious, Compassionate, Tenderness, Intimate, Reverence, Close, Admiration, Fondness, Friendly

Balanced, Congruous, Centered, Quiet, Calm, Serene, Comfortable, Satisfied

needs are not met (left side)

Aggravated, Upset, Resentful, Irritated, Jealous, Animosity, Enraged, Furious, Reluctant, Resistant, Uninterested, Bored, Sickened, Nauseous, Scorn, Hateful, Suspicious, Apprehensive, Concerned, Worried, Helpless, Susceptible, Frightened, Terrified

Frustrated, Annoyed, Envious, Mad, Averse, Apathetic, Repulsive, Contempt, Insecure, Anxious, Vulnerable, Scared

Angry, Disgusted, Afraid

Shocked, Amazed, Preoccupied, Hesitant, Stunned, Stressed, Confused, Puzzled, Astonished, Distracted, Startled, Overwhelmed, Surprised, Sad

Hopeless, Fatgued/Tired, Miserable, Despair, Heartbroken, Devastated, Discouraged, Disappointed, Self-conscious, Uncomfortable, Depressed, Pain & Hurt, Grief & Sorrow, Unhappy, Awkward, Guilty, Regretful, Remorseful, Mortified, Horrified, Chagrined, Flustered, Embarrassed, Humiliation, Ashamed

Scenario: Setting up a Food Delivery

Persona: Full-time Organization Staff

Chiu-Ki has been with the organization for two years and has strong personal relationships with the different recipient communities. She knows which communities can absorb variance and which communities have specific requirements. She is not as familiar with the donor side of the equation.

Starting Point: A new food delivery needs to be coordinated.
End Point: A new food delivery has been set up and is ready for a volunteer.

Journey Map Descriptions

High-level Steps	The main touchpoints the persona encounters. Leave the details for later. For example, consider the journey map for toasting bagels. An example of high-level steps would be: get the bagel, prepare the toasting mechanism, toast the bagel. Details like "turn on the oven" or "plugin the toaster" would belong in the actions (the next section).
Actions	What does the persona do or decide to arrive at this step? Draw on your own experiences and the experiences of people you've talked to.
Information	What information does the persona need during this step? An example from toasting bagels: What toasting mechanisms are available? How many bagels need to be toasted?
Thoughts & Experiences	What thoughts are going through the persona's head while they're on this step? Examples: Last time my bagel burned, how do I avoid that? Mmmm, a warm bagel with cream cheese.
Emotions	There are many emotions, and humans can feel several at once. Think about your own experience and the experience of people you've talked to. Make your best effort at capturing the emotions for each step. Reference the handout for ideas.

feelings

needs are not met

needs are met

needs are met (orange)

Poised, Self-Assured, Fulfilled, Pleased, Brave, Courageous, Empowered, Effectual, Delighted, Glad - Pleased, Elated, Thrilled, Enthusiastic, Passionate, Appreciation, Thankful, Absorbed, Engrossed, Interested, Curious, Captivated, Mesmerized, Animated, Refreshed

Self-Confident, Self-Esteem, Encouraged, Powerful, Happy, Ecstatic, Excited, Grateful, Engaged, Fascinated, Entranced, Energetic

Proud, Joyful, Intrigued

Trusting, Assured, Positive, Relieved, Optimistic, Expectant, Hopeful, Secure, Safe, Comforted, Certain, Convinced

Confident

Loving, Affectionate, Adoration, Connected, Caring, Friendly, Fondness, Admiration, Reverence, Close, Intimate, Compassionate, Tenderness, Satisfied

Peaceful, Harmonious, Tranquil, Relaxed, Content, Comfortable, Serene, Calm, Quiet, Centered, Congruous, Balanced

needs are not met (green)

Aggravated, Upset, Resentful, Irritated, Jealous, Animosity, Enraged, Furious, Reluctant, Resistant, Uninterested, Bored, Sickened, Nauseous, Scorn, Hateful, Suspicious, Apprehensive, Concerned, Worried, Helpless, Susceptible, Frightened, Terrified

Frustrated, Annoyed, Envious, Mad, Averse, Apathetic, Repulsive, Contempt, Insecure, Anxious, Vulnerable, Scared

Angry, Disgusted, Afraid

Shocked, Amazed, Preoccupied, Hesitant, Stunned, Stressed, Confused, Puzzled, Hopeless, Fatigued/Tired, Miserable, Despair, Heartbroken, Devastated, Discouraged, Disappointed, Self-conscious, Uncomfortable, Regretful, Remorseful, Mortified, Horrified, Chagrined, Flustered

Astonished, Distracted, Startled, Overwhelmed, Depressed, Pain & Hurt, Grief & Sorrow, Unhappy, Awkward, Guilty, Embarrassed, Humiliation

Surprised, Sad, Ashamed