Emergent journey map

Based on our research, all personas go through this journey, but at different levels of understanding, speeds, engagement, and may get stuck /stalled at different points.

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	Awareness	Interest	Explore	Choose	Try	Commit	Use	Upgrade/ Replace
	AWARENESS	ASSES	s	TRIAL			COMMIT	
Priorities	What is out there?	Is it of interest?	Does it work for others?	Could it work for me/us?	Should we get it? Try if it fits	Do we want it? How do we get it?	Can we implement it? How to maintain? Is there support?	Should we renew or replace?
Design principles	Expose the truth/ Be inspired by others	Create a human connection/ Show value and relevance	Enable safe exploration/ Create trust & rapport	Evidence supports the initiative	Make it easy to engage and be a part	Empower and create confidence	Make it easy to engage and be a part/Show value and relevance	Look ahead and shift perception
Touch points	Scanning media, feeds, networks, Trade shows, mentors	Trade shows, demonstrations, Word of mouth, networks	Data, case studies, seeing it working in situ, consultants	Sales reps, IT vendors, social media, demos, kiosks, internal discussion	Installing free trial, sales reps, IT vendors, social media	Internal discussion, consultants, friends, mentors, IT consultants	IT support, software vendors, customer service networks	Internal discussion, IT vendors, online search
Barriers	Lack of knowledge	Lack of visible benefits or value Lack of right solutions	Time to explore and figure out if it's right	Unstable infrastructure	Generic solutions Solutions that are not tailored to the industry	Lack of support Cost Managing risk if doesn't work	Subcontractors / Staff who need to be trained in using it	Cost Lack of support
Motivation	n Greater knowledge Networking	Proven benefits in practice Solve a bottleneck	Improving productivity Time saving	Stable infrastructure Trusted advisors	Modular options Tried and true solutions	Affordability Simplification of process	Improve profitability Access support Digital skills	Knowledge Trusted advisors