USER JOURNEY- WANDERER

		User Journey	Thoughts & Feelings (Customer)		Thoughts & Feelings (Service Provider)		Touchpoint
PRE	Inviting	User registers with trees and toes Gets an invitation Card	Wants to connect with Nature, Seeking peace of mind, Looking forward to spend time away from mundane routine	😐	looking forward to Serve	🙂	Poster, Welcome easel, invitation Card, word of mouth
		Receives a text stating slot time and venue where the journey starts User confirms the slot	Ready for the journey	🙂	Anticipation	😐	Phone, WhatsApp
DURING	Introducing & Selecting	Reaches the starting point	Excitement, looking forward to the trees & toes journey	😃	Happy face	🙂	Welcome Board, Agent Freshness in Morning Air
		An introduction is given to user by Agent	Understanding, realisation, happy, seeking something	🙂	Making user understand the need	🙂	Agent, Information
		User asked whether wants to be Wanderer or Explorer	Sure of wants he/she wants, takes help of agent on what to choose	😃	Helping user to choose	🙂	Agent
		User chooses whether he/she wants to be a explorer User gets a Wanderer Badge and Wanderer guide (booklet) User is asked to leave back their Phone	Calmly looking forward to an enriching journey	😃	Gearing up for next set of activities	😃	Explorer Batch, Explorer Guide, Agent
	Soultree	User goes to soul tree and agents tells the purpose of soul tree User sees the soultree as a structure in midst of nature, surrounded by plants. There is also a big bowl of water kept with flowers in it	Understanding, calmly listens novelty	🙂	to inform and make comfortable	🙂	Agent, Soultree, Plants around Soultree, Water Bowl, Trees, Greenery
		User is guided by agent to climb soul tree	feeling guided, looking forward	🙂	Supportive	😐	Agent, Soultree, Soil
		User enjoys his/her space at soul tree. Looking from different perspective User reads the quotes put up on soultree that inspires them has option to either sit on stool or stand on pebble stones (works as natural accu-pressure) or do both. Looks at nature (trees, birds, water etc) from a certain height User uses notepad kept to write or sketch thoughts	Calmness, Beauty, Peace, Fresh	🙂 😮		😐	Greenery, Animals, birds, Pebble stones, Sitting stool, fresh air, notepad, Quotes, Soultree
		User gets down from Soultree	Refreshed, Happy, Smiling, Calm	🙂	Happy face, Looking for feedback, Reading expression of user	🙂	Soil, Agent, Explorer Guide Book
	Sensitising	User guided by agent with help of manual to Collect things from before reaching DIY section User gets a paper bag to collect things	Explorative, Looking for new things in nature	😃	Guiding, having small talks	😐	Nature, Weeds, Flowers, Plants, Twigs, Agent, Paper Bag
		User is welcomed by Agent 2 to DIY section	Energetic, Excited yet calm	😃	smiling, informing	🙂	Agent, DIY information Easel
		Before DIY, a sensory game is played to increase sensitivity and observation power User is blindfolded and asked to touch, smell, eat, tear and then guess the object in hand User is guided and engaged by agent all the while talking and giving clues	Uncertainty, Using senses, guided, using observation skills, fun, excited, want more, engaging	😃	Guiding, making user use his/her senses, making user feel comfortable, talking	🙂	Agent, cloth to blindfold, (objects to sense, 3 boxes
	DIY	User starts doing the DIY. Agent 2 helps whenever required User can use the things collected in Paper Bag or the things collected by Trees and Toes team User is shown examples to get ideas for DIY User is given freedom to make as many DIY as possible	Explorative, Creative, Guided, Fun activity, engrossed, engaged	😃	Guiding, Giving comfort, small talks, full attention on user, also anticipating when would the net user come, managing between multiple users	🙂	Agent, Thread, cutter, punching machine, Fevicol, natural objects collected, twigs, paper, examples of DIY, paper bag
		User finishes DIY	feeling sense of accomplishment	😃	Smiling and Appreciating	🙂	Completed DIY
	Herbs and Herns	User moves on to Herbs and Herbs Section		😐	Welcoming, informing	🙂	Herbs and herbs easel(info board)
		User is told about the benefits of home remedies by Agent 2	Informative, understanding benefits, agreeing	🙂	informing	😐	Agent
		User tastes home remedy 1	Revelation, tastes good	😮	Guiding	🙂	Home Remedy 1 jar, ice cream sticks to taste, Tissue, Dustbin, Agent
		User tastes home remedy 2	Revelation, tastes good	😮	Guiding	🙂	Home Remedy 2 jar, ice cream sticks to taste, Tissue, Dustbin, Agent
		User then asked if he/she wishes to order these remedies User gives his/her order and the agent makes a note of it	wants to choose a healthy lifestyle, happy with the information, finds usefulness	🙂	Trying to sell the product	🙂	Agent
	Wanderer Space	User is then guided to move on to do Wanderer Space to spend some alone time with nature. User finds some self exploratory questions to answer in his/her Wanderer Guide User also finds paper in study desk to write or sketch their thoughts User finds water and fruits to enjoy their time	seeking some alone tome, relishing in the beauty of nature, thoughtful	😮	Informing, Guiding, explaining to fill questions from Wanderer Guide Book	😐	Wanderer Guide Book, Wanderer Sheets, Agent, Nature, Sitting mat, Water Bottle, glass, fruits basket, study desk Sunrise, sunset, sky, trees, greenery, birds
		User returns from Wanderer Space after 15-20 minutes	happy, thankful	🙂	Smiling, Asking for experience	🙂	Wanderer Guide Book
	Muse	User is then guided to the Muse, a nature exhibition by Agent 3 User takes a moment to read the idea behind Muse	Informative	🙂	Calmness, enthusiastic	🙂	Muse easel(information board)
		User reads on the information related to nature on topics: Animals, Plants & Biomimicry User is shown an amusing thing found in Nature (Sindura Plant Fruits)	Informative, wow moment, mysteries of nature, learning something new	😮	occasionally keeping eye on user	😃	Exhibition, Nature Sindura Plant
		User exits Muse and comes to Exit point	Informed, Content	🙂	Smiling, looking for feedback	🙂	Agent
POST	Writing Feedback/Sharing Experience	User is asked to sit and relax for some time User sits under a shade of tree User is served water User drinks water and returns Glass to Agent	Relaxed, Calm, Connected, Enriched	🙂	Looking for Feedback	🙂	Agent, sitting area, under tree, water, Glass, Nature
		Agent 3 asks user to write Feedback Fill questions from Wanderer booklet Associates an emotion about the nature journey by pasting a sticker Writes in feedback book Engage in small talk with an Agent	Critical, Appreciative	🙂	Calmness, looking for next user, co-ordinating with other agents	😐	Agent, Feedback book, Explorer Guide Book, Feedback Form, Emoji Sticker,
	Collecting Take Aways & Photograph	User is asked to pick a quote of his/her choice	Inspired, Enriched	😃	enthusiastic, smiling, giving hope	😃	Agent, Quote, Small Easel
		User is given back the DIY he/she made	Thankful, Connected, sense of Belonging	🙂	Smiling	🙂	Agent, DIY
		User is taken to the Photo Booth	Excited, sense of Belonging	🙂	Contentment, Smiling, Serving	🙂	Photo Booth, DIY, Quote with Easel, Agent
	Payment & exit	User is given Back his/her Phone User is asked to pay					Agent, Phone, cash
	Acknowledgement	User experience shared on Social media (Instagram) Receives a text to thank user and remind of payment if required	Feeling acknowledged. happy	😮	Happy Serving	🙂	Instagram
	Delivering Home Remedies Jar	Home Remedies Jar is Delivered Payment is collected	Happy, wants to try it out	😃	Happy to Serve	🙂	Agent, Home remedy with Jar and logo
		Feedback is taken on Home Remedies in person or on WhatsApp	Critical, Thankful, Love	🙂	Looking for Feedback to work on it	😃	Agent, WhatsApp

🙂 Happy 😐 neutral 😮 Amazed 🙁 Sad 😃 Excitement 🤨 indifferent