

# Journey Map for All Personas

## Stage 1 — Entry

**Action:** Lands on homepage

**Thought:** “What is this?”

**Emotion:** Curious

**Pain Point:** Lack of immediate clarity

**Opportunity:** Bold tagline + simple intro line

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## Stage 2 — Orientation

**Action:** Looks for navigation or key sections

**Thought:** “Where do I start?”

**Emotion:** Slight uncertainty

**Pain Point:** Unconventional layout

**Opportunity:** Minimal, clear nav labels

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## Stage 3 — Exploration

**Action:** Goes to Manifesto, About, or Experiments

**Thought:** “This is different.”

**Emotion:** Intrigued

**Pain Point:** Potential disorientation

**Opportunity:** Consistent structure between pages

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## Stage 4 — Engagement

**Action:** Reads content / explores visuals

**Thought:** “This challenges my thinking.”

**Emotion:** Engaged

**Pain Point:** Too much unpredictability

**Opportunity:** Balance freedom with clarity

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## **Stage 5 — Takeaway**

**Action:** Leaves site with impression

**Thought:** “This made me rethink norms.”

**Emotion:** Reflective

**Pain Point:** None if crafted well

**Opportunity:** End on a clear statement of purpose