

BYTON			
Key points of journey map as persona drives to meet sister for lunch	Emotional State		Key
1. Excited for a nice drive, Suzie enters restaurant location into google maps on her phone			Good
2. Suzie is cruising up the PCH playing songs and singing with the kids			Meh
3. Suzie is halfway there when she receives a text from her sister that the location has changed.			Bad
4. Reads text while driving. Enters new location into maps - distracted and swerves, causing drivers to honk			
5. Now on the 405 in stop and go traffic. Kids are hungry and fighting. Must focus on driving and can't deal w/them			
6. Arrives at restaurant but unfamiliar with parking options, has to circle the block 2x			
7. Finds tight parking spot, tries 3x, dents other car bumper, has to deal with irate car owner and insurance co. - lunch ruined.			