Guest journey mapping

06 · Design & Guest Experience · about 11 minutes

Eight beats from invitation to the ride home. Find the moments guests remember, fix the ones they complain about.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Map the journey in eight beats

2. Design arrival and transitions

3. Fix the waiting problem

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

The most complained-about moment at weddings is

A strong arrival moment

Answers are on the lesson page after you take the quiz.

One line to remember