

User Story:

Journey Map:

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User Story:

Anna, an adventurous woman who loves to explore new cultures, is planning a trip to Taiwan to learn more about the traditions and culture there. As someone who is always looking for authentic experiences, she starts by searching online for guided tours in Taipei that could bring her the ultimate authentic experience.

During her search, Anna comes across an Indigo Dyeing Workshop in Sanxia, Taiwan, which piqued her interest as a hands-on cultural experience. Anna is excited to learn about the history and culture of Indigo Dyeing and decides to book a spot in the workshop.

On the day of the workshop, Anna arrives at the picturesque location and meets friendly instructors who explain the traditional indigo dyeing process. She spends hours creating her own unique piece of clothing using the technique and gains a newfound appreciation for traditional Taiwanese culture.

At the end of the workshop, Anna leaves with a beautiful piece of clothing that she made herself, feeling grateful for the authentic and memorable experience she had in Taiwan. Overall, Anna hopes to continue having authentic, educational, and enjoyable experiences that deepen her understanding of different cultures and provide a break from the stress of her day job.

Journey Map:

1. Phase: Research and Discovery
 - Anna decides to plan a trip to Taiwan to learn about the traditions and culture there
 - She searches travel agencies for information about experiences in Taiwan
 - Anna discovers an Indigo Dyeing Workshop in Sanxia, Taiwan through the travel agency

- Anna gets interested in the workshop as a hands-on cultural experience
- 2. Phase: Pre-Booking
 - Anna visits the website of the workshop
 - She is pleased to know everything, from booking to transportation, will be handled for her
 - Anna quickly books the experience with the agency
- 3. Phase: Arrival
 - Anna arrives at the picturesque location of the workshop
 - She is greeted by friendly instructors who explain the traditional indigo dyeing process
 - Anna spends hours creating her own unique piece of clothing using the technique
- 4. Phase: Experience
 - Anna gains a newfound appreciation for traditional Taiwanese culture
 - She enjoys the hands-on experience of making her own clothing
 - Anna learns about the history and culture of Indigo Dyeing
 - Anna is pleased to make new friends with other tourists who are attending the workshop
- 5. Phase: Post-Experience
 - Anna leaves the workshop with a beautiful piece of clothing that she made herself
 - She feels grateful for the authentic and memorable experience she had in Taiwan
 - Anna shares her experience on social media
 - Anna hopes to continue having authentic, educational, and enjoyable experiences that deepen her understanding of different cultures and provide a break from the stress of her day job.