





Aiko, 30 years old
Casual student at RAS
Only attends workshops/classes when she has time





Joseph, 68 years old
Regular student at RAS
Enjoys the company of fellow art students


Customer satisfaction rating scale







 Very happy

 Happy

 Neutral

 Unhappy

 Very unhappy

Phases	Motivation	Review Workshops	Enroll	Payment	Pre-Workshop Preparations	Source Workshop Info
Activities Performed	Wants to attend a 'Summer' art workshop	Looks through available workshops and their details	Emails administrator to enroll for workshop	Makes bank transfer	Checks workshop date, time and materials needed	Emails administrator and searches website for workshop information
Thinking	<ul style="list-style-type: none">Get in early for the workshop I wantRAS has some good art teachersTry out workshop/s friends recommended	<ul style="list-style-type: none">The website looks outdatedI need to click the menu for each workshop?Workshop should be in a single page	<ul style="list-style-type: none">Wish I could enroll & pay onlineCan't believe their technology is so outdated	<ul style="list-style-type: none">Is it safe to pay with credit card over the phone?I need to remember their bank details for bank transfer	<ul style="list-style-type: none">Can't believe the workshop information has been removed from the website!Where can I get the details?	<ul style="list-style-type: none">I found the workshop date in a newsletterThe admin person is on holidays!What's the workshop start time?
Emotions	<ul style="list-style-type: none">HappyExcitedMotivated	<ul style="list-style-type: none">DoubtfulLess excitedA little annoyed	<ul style="list-style-type: none">Less happyLess excitedDisappointed	<ul style="list-style-type: none">Less excitedAnnoyedWorried	<ul style="list-style-type: none">ConfusedFrustratedVery unhappy	<ul style="list-style-type: none">UnhappyLess excitedLess worried
Overall Experience						
Customer Expectations	Easy availability of workshops and workshop information on the website	More up-to-date& inspiring website and summary of all workshops shown on a page	Easy online on-stop enrolment and payment process	Numerous online payment options and enrolment confirmation email sent with workshop information	Workshop information to remain available online until workshop is over and send a workshop reminder with details	Workshop information to remain available online until workshop is over