

New Player Journey Mapping worksheet

This worksheet is a brainstorming exercise that will help guide a strategy around recruiting new players or developing a new ultimate-based program. This can influence everything from the program design and content, to the promotion of events, to how administrative tasks are handled.

Ideally you will have used the Audience Persona template to determine who your audience is going to be before using this worksheet.

The five sections of the worksheet are outlined below. For each section you should choose a number of different Factors – each section has suggestions, but you can also come up with your own. Each Factor then has four rows, as per the list on the right of this page, for comments and ideas.

This worksheet does not have to be filled out in a linear manner. You can skip sections, come back to some parts later, review and adjust your notes as you go – it's up to you. This is just a framework for sharing and discussing ideas!

Insights - This is about what you know. It could be from online research, or from speaking to people that match your audience personas. Stick to the facts – don't rely on assumptions.

Touch Points – These are the circumstances in which the Factor will meet up with the audience. It could be a direct interaction (eg: speaking to someone, sending an email) or an indirect interaction (eg: a social media post, a TV commercial).

Pain Points – These are potential challenges faced in regards to the Factors. They could be tangible challenges or intangible challenges – consider things like potential emotional responses of your audience personas.

Opportunities – Considering your Insights, Touch Points and Pain Points, think about what chances you have now, or may have in the future, to exert some influence on the Factors.

INSPIRATION

Factors that affect people's decision to seek an increase in activity levels, or adding a new activity to their lifestyle. These are almost all external to your club/organisation but are worth considering as they shape people's motivations and emotions surrounding sport.

INTEREST

The major question to ask – “why choose ultimate?” Identifying the factors that influence the perception of ultimate against other choices potential players could make, and what actions may be available to your club or organisations to shape that perception.

INVESTIGATION

The specific details of the decision to try ultimate. What questions are new players going to have and where can the answers be found?

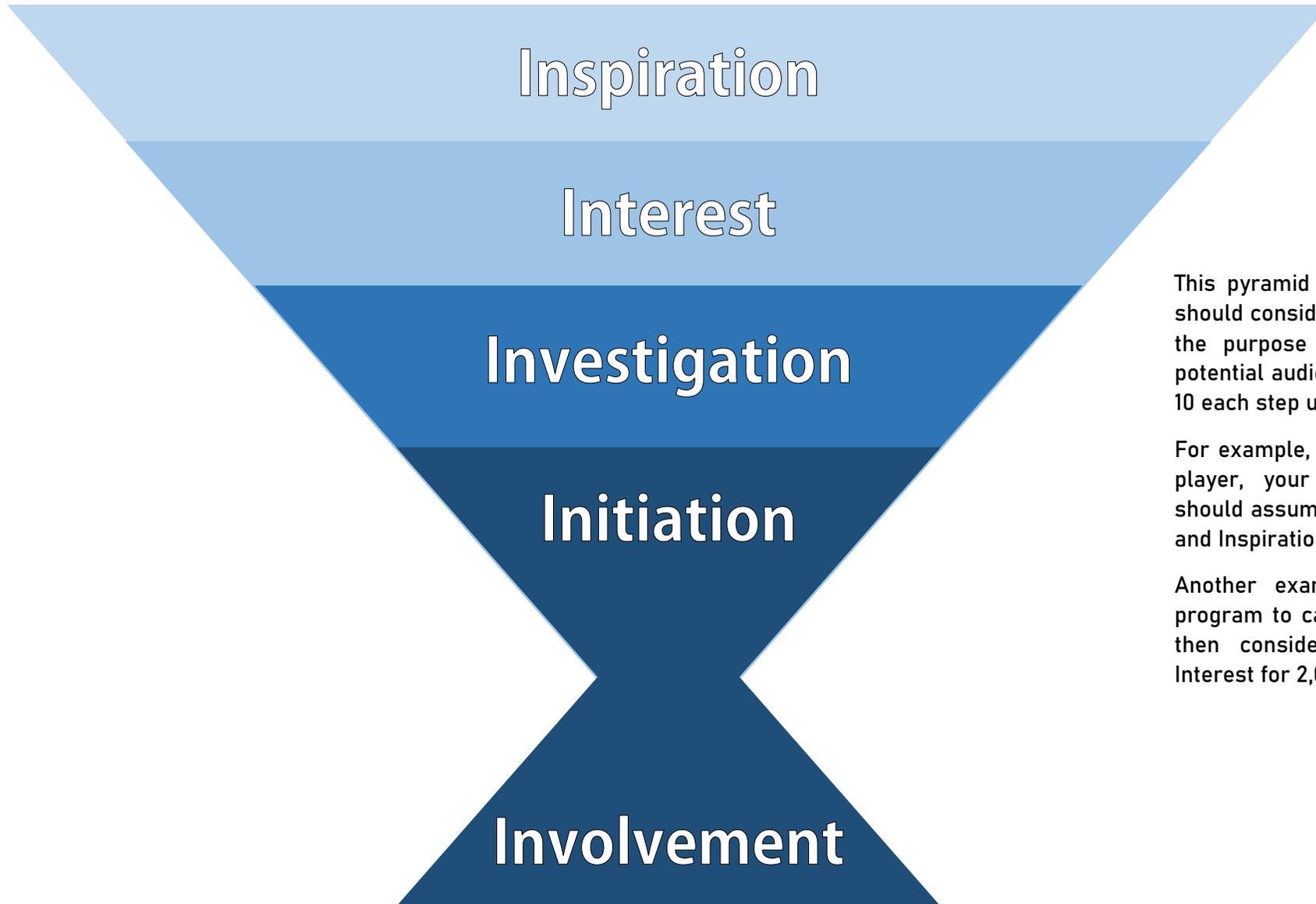
INITIATION

Explore the factors that shape the experience of new players once they arrive. This is specific to what your club or organisation provides the first time they participate in ultimate.

INVOLVEMENT

Looking at what happens after they have come to try the sport. Consider the potential influences on their decision to come back again and again.

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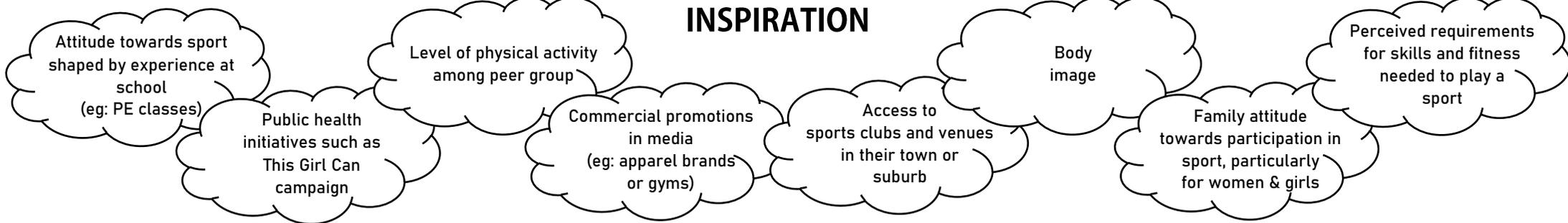
This pyramid represents the audience size you should consider at each stage of the journey. For the purpose of this worksheet, consider the potential audience size to increase by a factor of 10 each step up the pyramid.

For example, to map out the journey of a single player, your considerations for Investigation should assume 10 people, Interest for 100 people and Inspiration for 1000 people.

Another example is if you are designing a program to cater to a group of 20 new players, then consider Investigation for 200 people, Interest for 2,000 and Inspiration for 20,000.

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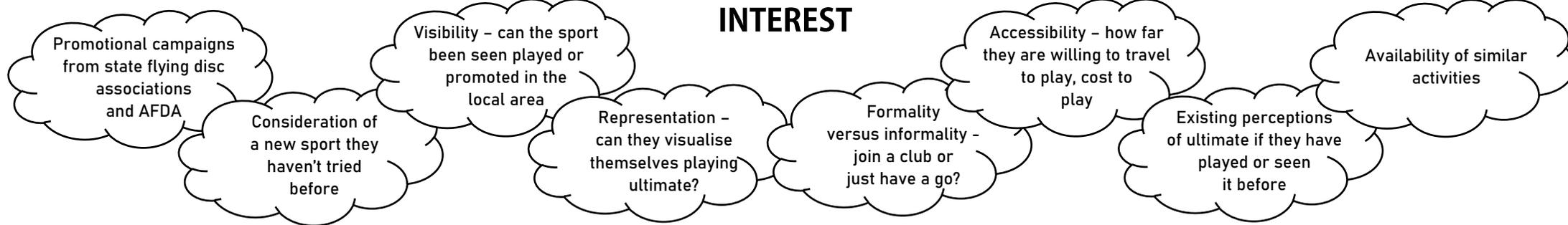
INSPIRATION



Factor						
Insights						
Touch Points						
Pain Points						
Opportunities						

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INTEREST



Factor						
Insights						
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INVESTIGATION

Club Website

Club Social Media

Time - frequency of sessions, duration of the season, duration of games

Cost - perceived value of taking part

Questions from potential players - who do they contact, who responds

Current physical ability and fitness

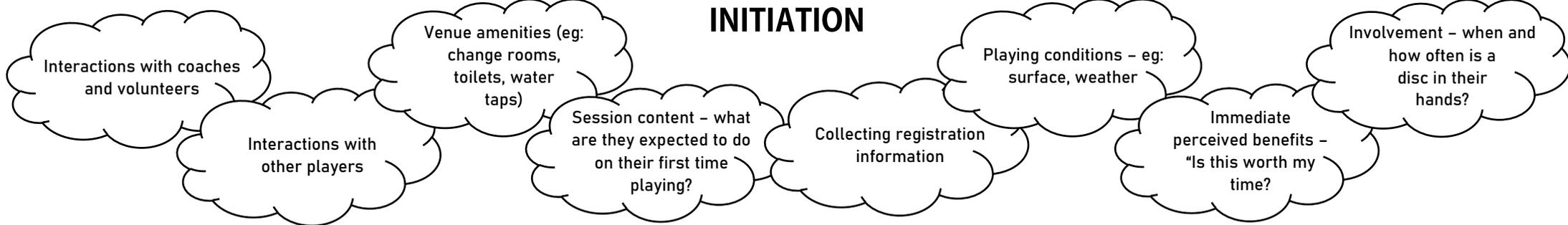
What will they be doing - what do sessions/games look like?

Organisation of peers - who (if anyone) will attend with them

Factor						
Insights						
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INITIATION



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INVOLVEMENT

How they feel the next day

Pathways - what can they work towards?

Routine building - fitting ultimate into their life around other commitments

Evangelism - what do they tell their peers about their experience?

Follow up contact from the club or coach

Getting their own disc to practice with

Skill progression - are they improving?

Pathways to other roles - coach, committee member, game advisor

Factor						
Insights						
Touch Points						
Pain Points						
Opportunities						