

USER JOURNEY TEMPLATE



1 PERSONA

2 FOCUS OF THIS JOURNEY MAP



4

3 STEP 1: STEP 2: STEP 3: STEP 4: STEP 5: STEP 6: STEP 7:

5 TEXT LANE

6 STORYBOARD

7 EMOTIONAL JOURNEY

+2
+1
0
-1
-2

A **journey map** is a tool that can help you outline the experience of someone step by step. It can help you illustrate the overall experience a customer has with a service, a physical or digital product, or a brand.

The experience could be recognizing a need, searching for a specific service, booking and paying for it, using the service, as well as maybe complaining if something goes wrong, or using the service again.

1 PERSONA

Write the name of your persona.

2 TITLE

Give your journey map a title or focus.

3 STEPS

Fill in each step of the experience. Ask yourself what is the most crucial part of the experience. What happens before that, what happens after?

4 STAGES

Group the steps into stages or phases.

5 TEXT LANE

Describe what happens in each step.

6 STORYBOARD

Draw images under each step to tell a visual narrative. If you can draw a triangle and a circle you can draw a person.



7 EMOTIONAL JOURNEY

Assign different values along the scale from -2 to +2 for each step. What is the persona's emotional experience at this point?