

Journey Map Template

Journey mapping is a way of presenting and describing every important step of a complex experience in a single overview document. Use the example as a guide to create a journey map for your own personas.



Scenario

A detailed blurb describing a specific workflow-based use case. Use a concrete example identified in your research.

Goals

- List the 3 or 4 most relevant goals in this workflow.
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Phase 1 Description

- Step 1 of the workflow
- Step 2 of the workflow

Phase 2 Description

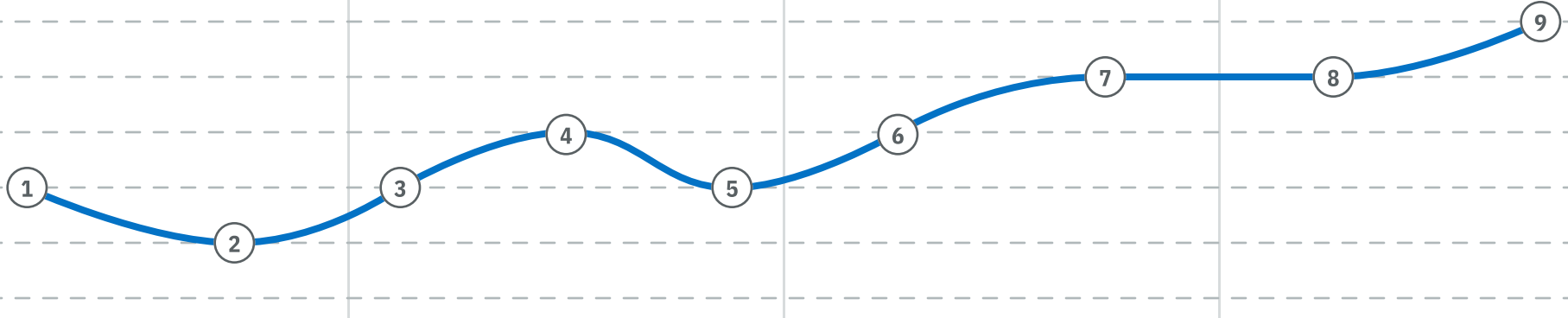
- Step 3 of the workflow
- Step 4 of the workflow
- Step 5 of the workflow

Phase 3 Description

- Step 6 of the workflow
- Step 7 of the workflow

Phase 4 Description

- Step 8 of the workflow
- Step 9 of the workflow



Opportunities

List insights & pain points discovered in your research.

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PERSONA	Scenario		Goals	
BEHAVIOR	Phase 1	Phase 2	Phase 3	Phase 4
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😞				
😡				
INSIGHTS	Opportunities	Opportunities	Opportunities	Opportunities