FREE TEMPLATES

JOURNEY MAP

It's important to understand the whole experience from the user's perspective. Journey mapping is an excellent exercise that can help you.

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PROJECT NAME

MAIN GOAL OF THIS PARTICULAR JOURNEY

	STAGE ◯	STAGE ◯	STAGE ◯	STAGE ◯
	Description of stage	Description of stage	Description of stage	Description of stage
TOUCHPOINTS	◯◯◯◯◯◯◯◯◯◯	◯◯◯◯◯◯◯◯◯◯	◯◯◯◯◯◯◯◯◯◯	◯◯◯◯◯◯◯◯◯◯
ACTIONS / MOTIVATIONS	E.g. Find detailed product information, etc.	E.g. Find detailed product information, etc.	E.g. Find detailed product information, etc.	E.g. Find detailed product information, etc.
PROBLEMS	E.g. Lack of information, etc.	E.g. Lack of information, etc.	E.g. Lack of information, etc.	E.g. Lack of information, etc.
OPPORTUNITIES	E.g. Collect and provide basic information, etc.	E.g. Collect and provide basic information, etc.	E.g. Collect and provide basic information, etc.	E.g. Collect and provide basic information, etc.

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