

# Journey Map

See the big picture. Uncover pain points, identify opportunities, and empathize with end users based on their behaviors, needs and values.

## User Description

Who are they? Where are they? What are they doing?

## Business Goals

What do we want to gain from this experience?



**Explore the phases in the user's journey. For each phase, jot down the actions and emotions of your user.**

### Phases

Name each phase for the main action taking place.

### Actions

Sum up the general behaviors and steps for users to take.

### Emotions & Mindsets

Plot these as one line showing any ups and downs of the experience. If possible, include quotes from user research showing thoughts, questions or motivations.

PHASE

1

PHASE

2

PHASE

3

PHASE

4

PHASE

5