



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.

Follow the numbers to create your journey map.

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?