

Journey Map

Team:

About this tool:

The "Journey Map" helps you to identify and visualize the journey your customer makes when interaction with your brand or product. By using this tool you can spot problem zones

that need more attention and define which problem you need to solve during the next steps. Try to maximize the customer experience and solve pain points and problem zones.

1 Phases - Identify different phases in your user's journey

2 Actions - Define which actions your customer takes during the phases above

3 Feelings - Draw a line of emotions with each action to visualize their feelings. Identify pains and gains.



4 Opportunities - Which channels does your customer use during the defined phases?