

User Details

Scope:

The scope of the user journey map can vary from the high-level map which shows end-to-end experience to a more detailed map that focuses on one particular interaction (for instance, paying a bill)

User Description:

Who is your user?

User Goals:

A user journey map is always focused on the experience of one main actor-a user persona who experiences the journey.

User Experience

User Scenario:

The scenario describes the situation that the journey map addresses. It can be real or anticipated.

User Scenario:

User Scenario:

User Scenario:

Touchpoint:

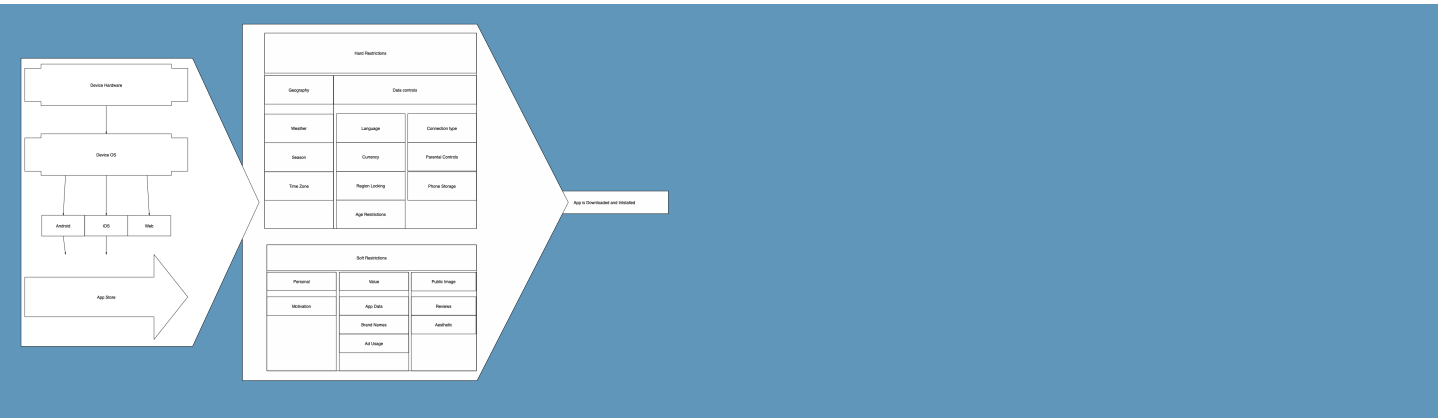
Touchpoints are user actions and interactions with the product/business. It's vital to identify all main touchpoints and all touchpoints associated with

Touchpoint:

Touchpoint:

Touchpoint:

User Timeline



Developer Insights

Improvement Opportunities:	Improvement Opportunities:	Improvement Opportunities:	Improvement Opportunities:
<div>What does a user feel when interacting with your product?</div>			
Improvement Sources:	Improvement Sources:	Improvement Sources:	Improvement Sources:
<div>Journey maps should result in truthful narratives, not fairy tales. Even when a user journey is based on user research, it's vital to validate it.</div>			