

USER JOURNEY MAP

- Create a journey map based on observations, interviews, or persona work, or co-create it with your user.
- Use this template to think about the steps or milestones of a process or experience and how each one of these impacts your user.



JOURNEY NAME & DESCRIPTION

" Smart damage/leakage detection system User Journey"

EARLY INSIGHTS

- What do you believe this tells us about what matters to people?
 - Why do you think these things are happening?
- "I wonder if this means that ____ (persona / character) wants ____ (action/situation) because ____ (aim, need, outcome) but ____ (restriction, obstacle, friction)"

PHASES →		AWARENESS	CONSIDERATION	PURCHASE	INSTALLATION	USAGE & SUPPORT
DOING The key steps or milestones that make up the journey		Sees ads on social media or YouTube Searches "smart home lighting and fan control" on Google	Researching smart water management apps	Visiting the official site or app store.	Receiving sensors (if hardware is involved).	Getting real-time SMS alerts for leaks.
	THINKING What is going through the user's mind?	"Why is my water bill so high?" - "There must be a better way to detect leaks early."	"How reliable is this app?"	"Will this save me money in the long run?"	"Is it installed securely?"	"This alert helped me prevent a bigger problem."
FEELING Emotional journey (use Icons & Illustrations from the Library)	POSITIVE	Curious	Hopeful	Confident	Engaged	Happy with convenience
	NEGATIVE	Frustrated by unknown leakages	Cautiously optimistic	Slightly anxious about commitment	Reassured once it's running	Frustrated (if slow response)