



The user journey map

To visualize the entire user experience, highlighting possible areas for improvement (pain points) throughout the user's interaction with a product or service.

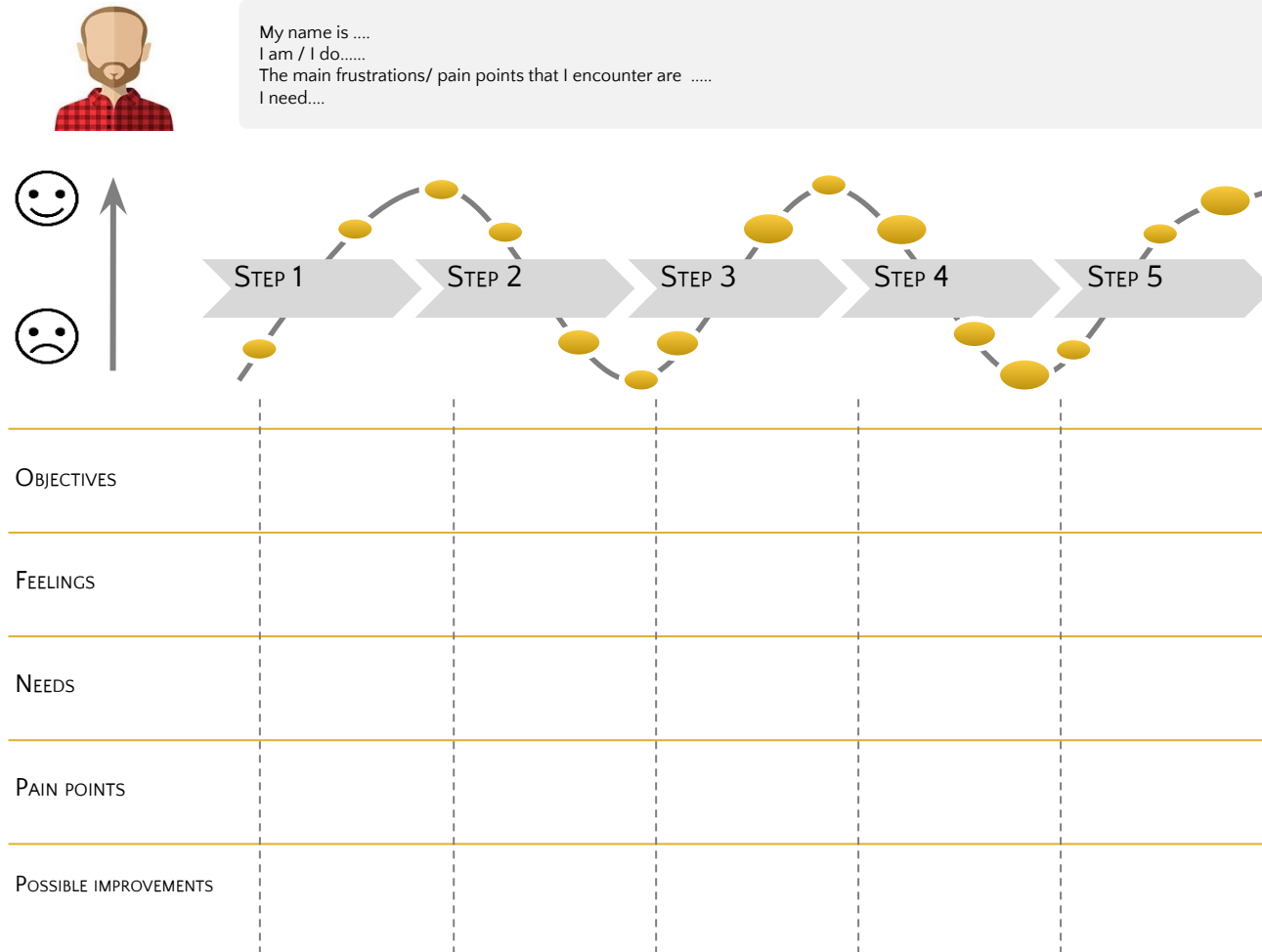




Empathy phase - The User Journey Map



An user journey map is a visualization of the experience a persona goes through in order to accomplish a goal



Your user journey map should include the following elements :

- The Use Process
- User Actions
- Emotions
- Pain Points
- (Solutions)

Tools you might want to look up

<https://miro.com/fr/modeles/parcours-client/>

<https://www.figma.com/community/file/966930311053829047>

<https://www.theydo.com/>

As many user journey maps as personae

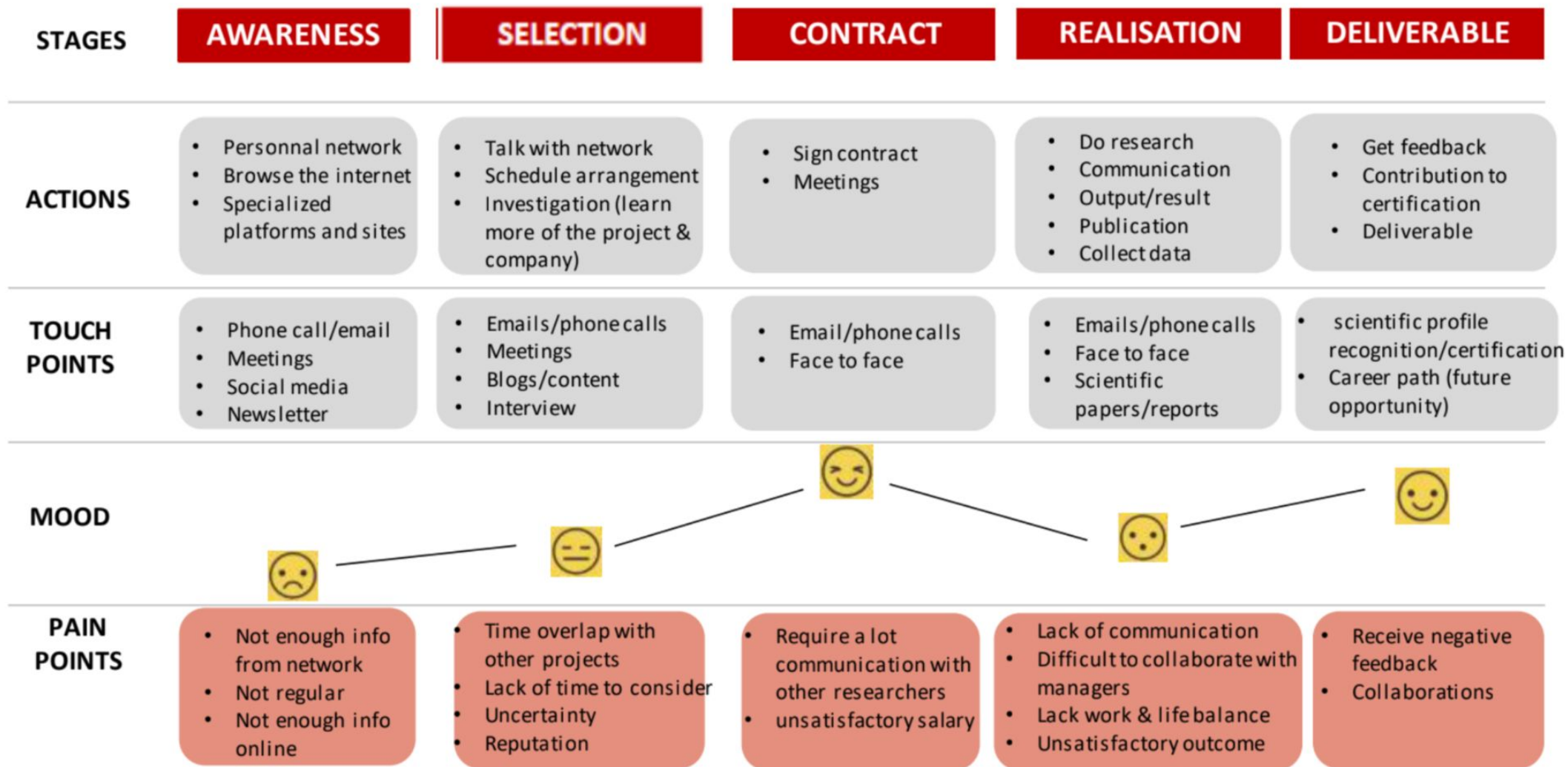


Empathy phase - The User Journey Map



Exemple

The daily life of a research mission...





contact@mana.fr