

Project Design Phase

Determine The Requirements

User Journey Map

User Journey Maps give an overview of the customer experience. How do you want your business to reach users?

	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
OBJECTIVES	Write a goal or activity	<div>Add Notes or Comments</div>		<div>Add Notes or Comments</div>	<div>Add Notes or Comments</div>
NEEDS	Write a need you want to meet	<div>Add Notes or Comments</div>	<div>Add Notes or Comments</div>		
FEELINGS	Write an emotion you expect the customer to have		<div>Add Notes or Comments</div>		<div>Add Notes or Comments</div>
BARRIERS	Write a potential challenge to your objective	<div><div>Add Notes or Comments</div></div>		<div>Add Notes or Comments</div>	