

Drilling Down

Instructions

1. Select one of the touchpoints from the experience map you just completed
2. Write down the touchpoint in the center bubble of the blank map
3. Again, from the perspective of the Veteran, or your internal customer, identify the touchpoints that make up this experience and label the outer bubbles, using as many bubbles as needed
4. Repeat this process until you reach the level of actionable and achievable behaviors

