



Learn more about user journey maps

Creating the ultimate user experience requires mapping out the steps, or journey, that users will take when they interact with your designs. As a reminder, a **user journey** is the series of experiences a user has as they achieve a specific goal.

User journeys build off the empathy maps, personas, and user stories you've already created. Because user journeys can be very intricate, designers often create maps to organize the steps and outcomes from various journeys that users could take. After all, if you can't put yourself in the user's shoes, you can't be sure your design will really help them!

If you need, review this video about [creating a user journey map](#)  or these slides that go through [the steps to create a user journey map](#)  from earlier in the certificate program. When you're ready to create your own, you can utilize the user journey maps template that's been used in the videos and is shown in the image below.

To use the template for the user journey map, click the link below and select “Use Template.”

Link to template: [**user journey map template**](#) .

OR

If you don't have a Google account, you can download the template directly from the attachment below.




PPTX File

Persona: Name

Goal: Insert goal

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	Tasks	Tasks	Tasks	Tasks	Tasks
	A. B. C.	A. B. C.	A. B. C.	A. B. C.	A. B. C.
FEELING ADJECTIVE	User emotions	User emotions	User emotions	User emotions	User emotions
IMPROVEMENT OPPORTUNITIES	Area to improve	Area to improve	Area to improve	Area to improve	Area to improve

If you want to learn even more about user journey maps, this article, [A complete guide to user journey mapping](#) , from the Appcues blog provides a fresh perspective.

Mark as completed

