

# Journey Map



1. Select a branch of the Process Map completed earlier. We will visualize it in more detail here.
2. Define characteristics of the persona who will be the focus of this journey.
3. Identify broad phases of activity within your chosen journey. Write them on sticky notes and place them at different points across the top row. You can reposition these later.
4. Write the actions the persona takes in each stage of their experience. Stick the notes into the row titled "Actions."
5. Add detail to each stage of the journey in the rows marked Touchpoints, Backstage supports, and Pain Points.
6. In the row labeled "Emotion," chart the persona's emotional state across the different stages.

## Persona

- Career Goal**
- .....
- .....
- .....
- .....
- Education**
- ☐ High school
  - ☐ Voc. training/cert.
  - ☐ 4-year college
  - ☐ Grad. degree
  - ☐ Military?
- Career Stage**
- ☐ In school
  - ☐ Early career
  - ☐ Mid-career
  - ☐ Late career
  - ☐ Career change
- Location**
- ☐ Rural
  - ☐ Suburban
  - ☐ Urban
- Transportation**
- ☐ Drives
  - ☐ Uses public transit
  - ☐ Uses private transit service
  - ☐ Teleworker
- Family Situation**
- ☐ Single income
  - ☐ Dual income
  - ☐ Has dependents
  - ☐ Has no dependents
- Disability**
- ☐ Lifelong
  - ☐ Acquired
  - ☐ Permanent
  - ☐ Temporary

**Phases**  
Broader divisions of the process containing multiple steps

1 2 3 4 5 6 7 8 9 10 11 12 13 14

**Actions**  
The action a person takes in each stage of an experience

**Touchpoints**  
Any device, interface, system, etc., with which the person interacts

**Supports**  
Additional people or groups that support the action above

**Pain points**  
Obstacles, barriers, etc.

**Emotion**  
A person's relative mental state at each stage

