



STEP 2

Working from ethnographic research or your knowledge of the issue, fill out the user's "starting point" below. **What is the typical journey of such an individual with the problem?**

STEP 3

Now, on each row of dots below, **plot the steps a person might take to address the problem.** Each touchpoint (where the person visits an office, fills out a form, talks to another person, or takes any other action) **should go on its own dot.**

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STEP 4

What data is gathered at each touchpoint? Write it below.

STEP 6

What is the timeline of the actions? Plot it out here.