

Scenario mapping

A scenario map is a visual representation of a user's journey or experience with a product or service. It helps teams understand and empathize with users by mapping out their actions, thoughts, and emotions at each step of the journey.

The scenario map template helps you:

- Map out all the steps in a specific scenario
- Empathize with users and their experiences with your designs
- Brainstorm with your team, and identify problems and opportunities for improvement
- Prioritize and get aligned on next steps

