# User Journey Map Template

Use this template to map out the user's experience step by step, focusing on their goals, actions, emotions, and pain points across key touchpoints.

## Instructions:

1. Identify your user persona.
2. Define the key stages of the user's journey (e.g., Discover, Consider, Use, Reflect).
3. For each stage, document:

* User Goals
* Actions Taken
* Emotions Felt (positive or negative)
* Pain Points or Challenges
* Opportunities for Improvement

## Suggested Table Structure:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stage | Goals | Actions | Emotions | Pain Points / Opportunities |
| Discover |  |  |  |  |
| Consider |  |  |  |  |
| Use |  |  |  |  |
| Reflect |  |  |  |  |

Tip: Use sticky notes or a digital whiteboard to collaborate and iterate with your team