










User Journey Map

User Journey Maps give an overview of the customer experience. How do you want your business to reach users?

	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
OBJECTIVES	Write a goal or activity				
NEEDS	Write a need you want to meet				
FEELINGS	Write an emotion you expect the customer to have		 		 
BARRIERS	Write a potential challenge to your objective	