

User journey: _____

<div>Phases</div> <div>Where does the user journey start? What steps does a user take to complete their journey? When does the user journey end?</div>	<div>Finding out what I need to do</div>	When is the user need served?
<div>Needs</div> <div>What does the user need at this point in their journey? What are their informational needs? Physical needs? Emotional needs?</div>	<div>I need... to know what to do and when</div>	
<div>Activities</div> <div>What is the user doing to address their needs? What are they required to do by the service? What else happens along their journey?</div>	<div>Searching online</div> <div>Asking my friends</div>	
<div>Emotional levels</div> <div>How does the user feel? Why?</div>	<div>:)</div> <div>: </div> <div>:(</div>	
<div>Touchpoints</div> <div>Where does the user come into contact with the service? What digital services might they interact with? Through what other channels is the service delivered?</div>	<div>Call centre</div>	
<div>Painpoints</div> <div>What is causing issues for the user? Where is the user journey disrupted? What bits of the service are failing?</div>	<div>Not knowing what is a reliable source of information</div>	
<div>Who's responsible for this bit of the process</div> <div>Which department, organisation, team or person?</div>		
<div>Processes</div> <div>What's happening behind the scenes to deliver this service to the user?</div>	<div>Capturing user information</div>	
<div>Research questions</div>		
<div>Hypotheses</div>		