Instructions  Adapted from IDEO

Define the research project.
- Be sure to clearly define a goal so the research project maintains a focus. Also don’t forget to note all key bits of background information that helps add useful context to this research.

Record touchpoints on the journey.
- What happened, what did you think, how did you feel, and who was involved? Focus on the motivations, expectations, interactions, and experiences of the subject. The more detail, the better. AEIOU Framework.

Plot key experiences on the map.
- Plot the important positive and negative experiences on the map and reference the touchpoint’s number (e.g. 1B, 3D, 5G, etc.). There is no need to plot all experiences, just the key ones are enough.

Group the touchpoints into phases.
- Once all the information has been recorded and plotted on the journey map, group the touchpoints into general phases. There are usually pre-experience, in-experience, and post-experience phases.
Purpose: A journey map is a timeline of actions that describes the experience a subject has along a process; it focuses on the interactions between the subject and the people, objects, and environment throughout that journey.

Persona: Name

Goal of exercise:

Scenario: Scenario xyz.

Phases:

1. positive / helpful
2. baseline
3. negative/ unhelpful

Touchpoints

What happened?
- touchpoint 1
- touchpoint 3
- touchpoint 4
- touchpoint 5
- touchpoint 6
- touchpoint 7

How did you feel?

How did you think?

What or who was involved?

Adapted from IDEO
### User Journey Template #2

#### Game-Changer
Game-changers are people who simultaneously practice and practice to their organization. They aspire maybe control to an ensure and remain together!

<table>
<thead>
<tr>
<th>Journey Step</th>
<th>Why do they even start the journey?</th>
<th>Why would they still use?</th>
<th>Outselling and First Use: How can they best succeed?</th>
<th>Sharing: Why would they trade secrets?</th>
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</thead>
<tbody>
<tr>
<td>Airline</td>
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<td>Hotels and Flats</td>
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<td>Taxi</td>
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<tr>
<td>Customer Feedback</td>
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#### Outcome
What happens to them?
Desired impact of life and environment of the customer changes aren't just used to the problem or solution.

<table>
<thead>
<tr>
<th>What can they not do now?</th>
<th>What can they really want doing?</th>
<th>What changed in my environment?</th>
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<tbody>
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</table>

#### Backtrace
What do they do differently?

- **Opportunity:** What causes them interested or interested in?

- **Process ownership:** What is the hand-on role?