ajansara | Ajans Arama Motoru

① PERSONA

② FOCUS OF THIS JOURNEY MAP

④

③

STEP 1:

STEP 2:

STEP 3:

STEP 4:

STEP 5:

STEP 6:

STEP 7:

⑤ TEXT LANE

⑥ STORYBOARD

⑦ EMOTIONAL JOURNEY

+2

+1

0

-1

-2

A **journey map** is a tool that can help you outline the experience of someone step by step. It can help you illustrate the overall experience a customer has with a service, a physical or digital product, or a brand.

The experience could be recognizing a need, searching for a specific service, booking and paying for it, using the service, as well as maybe complaining if something goes wrong, or using the service again.

① PERSONA

Write the name of your persona.

② TITLE

Give your journey map a title or focus.

③ STEPS

Fill in each step of the experience. Ask yourself what is the most crucial part of the experience. What happens before that, what happens after?

④ STAGES

Group the steps into stages or phases.

⑤ TEXT LANE

Describe what happens in each step.

⑥ STORYBOARD

Draw images under each step to tell a visual narrative. If you can draw a triangle and a circle you can draw a person.

⑦ EMOTIONAL JOURNEY

Assign different values along the scale from -2 to +2 for each step. What is the persona's emotional experience at this point?

TITLE OR FOCUS OF THIS JOURNEY MAP

PERSONA

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STAGES

	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6	STEP 7	STEP 8	STEP 9	STEP 10
LANE TYPE Storyboard Step description KPIs Jobs Channels Research data Stakeholders Backstage process										
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LANE TYPE Storyboard Step description KPIs Jobs Channels Research data Stakeholders Backstage process										
LANE TYPE Storyboard Step description KPIs Jobs Channels Research data Stakeholders Backstage process										

EMOTIONAL JOURNEY

+2
+1
0
-1
-2

DRAMATIC ARC

4
3
2
1
0

JOURNEY MAP

#

DATE

TEAM

PROJECT

PERSONA

RELIABILITY
☐ RESEARCH-BASED
☐ ASSUMPTION-BASED

SCOPE & SCALE
☐ HIGH-LEVEL
☐ DETAILED

STATE
☐ CURRENT-STATE
☐ FUTURE-STATE

FOCUS
☐ PRODUCT-CENTERED
☐ EXPERIENCE-CENTERED

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STAGE

STEP TITLE

DESCRIPTION / STORYBOARD
CHANNELS / JOBS / DATA

DESCRIPTION / STORYBOARD
CHANNELS / JOBS / DATA

DESCRIPTION / STORYBOARD
CHANNELS / JOBS / DATA

DESCRIPTION / STORYBOARD
CHANNELS / JOBS / DATA

EMOTIONAL JOURNEY

+

−

DRAMATIC ARC