

# User Journey Map Template

A journey map is a visualization that will help provide a clear vision for improving user/client interactions as they move through their process. These insights will provide opportunities for improvements.



**USER'S PERSONA**

**SCENARIO**

**USER'S EXPECTATIONS**

**PHASE 1**

**PHASE 2**

**PHASE 3**

**PHASE 4**



**DOING**



**THINKING**



**FEELING**



**SAYING**

**INSIGHTS**