## User Journey Map ACADEMY Template

**INSIGHTS** 

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.

	S USER'S PERSONA	SCENARIO		USER'S EXPECTATIONS	
		PHASE 1	PHASE 2	PHASE 3	PHASE 4
<b>P</b>	DOING				
<b>R</b>	THINKING				
	FEELING				
$\Omega$	SAYING				