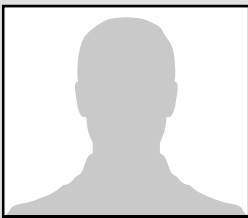


# Journey Mapping

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Journey mapping is a way of presenting and describing every important step of a complex experience in a single overview document.



Persona

### SCENARIO

A detailed blurb describing a specific workflow-based use case. Use a concrete example identified in the research.

### GOALS

- List the 3 or 4 most relevant goals in this workflow.
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#### PHASE 1 DESCRIPTION

- ① Step 1 of the workflow
- ② Step 2 of the workflow

#### PHASE 2 DESCRIPTION

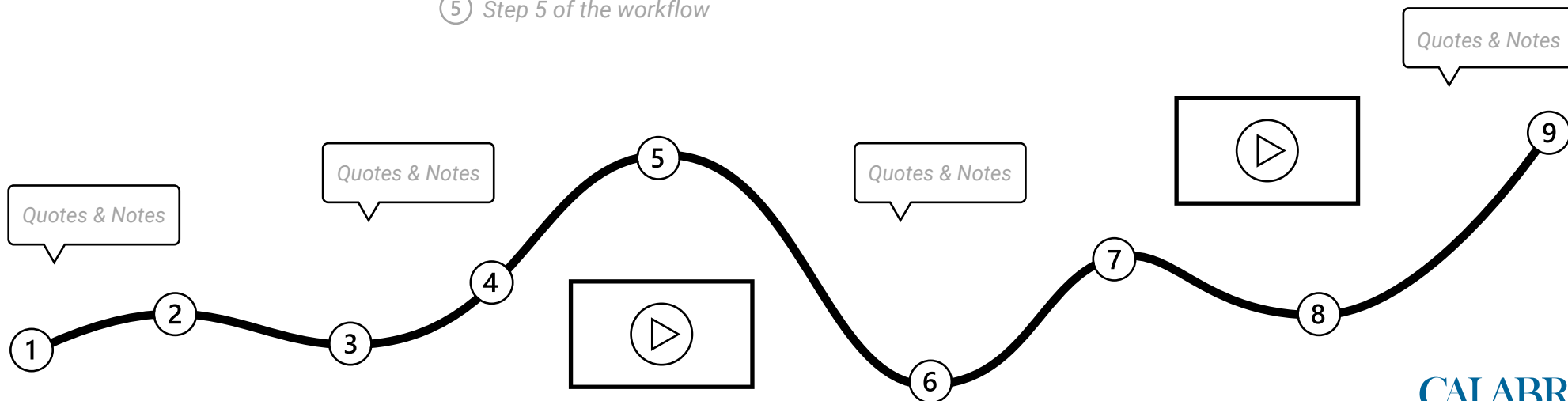
- ③ Step 3 of the workflow
- ④ Step 4 of the workflow
- ⑤ Step 5 of the workflow

#### PHASE 3 DESCRIPTION

- ⑥ Step 6 of the workflow
- ⑦ Step 7 of the workflow

#### PHASE 4 DESCRIPTION

- ⑧ Step 8 of the workflow
- ⑨ Step 9 of the workflow



#### OPPORTUNITIES

List insights & pain points discovered in the research.

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#### NOTES

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