

The Journey of [user] and [experience].

Persona or user who experiences the journey and description of the scenario to be map.

| | Step 1* | Step 2* | Step 3* | Step 4* | Step 5* | Step 6* |
|----------------------------|----------------|----------------|---------------------------|----------------|----------------|----------------|
| Contact | | | | | | |
| Description of Step | | | | | | |
| Expectations | | | | | | |
| Emotional State | | | | | | |
| Emotional High | | | | | | |
| Neutral | | | | | | |
| Emotional Low | | | | | | |
| Opportunities | | | Internal Ownership | | | |
| | | | | | | |

*Key steps that describe the interaction with the client. The most important moments for the client should be included (even if there is no direct interaction with the company).