

The Journey of [user] and [experience].

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

	<b>Step 1*</b>	<b>Step 2*</b>	<b>Step 3*</b>	<b>Step 4*</b>	<b>Step 5*</b>	<b>Step 6*</b>
<b>Contact</b>	<b>Identify the communication channel with the client (contact).</b> <b>Examples: face to face communication, call, call center, apps, chats, forums, social networks.</b>					
<b>Description of Step</b>	<b>Describe in a detail way the key activities of the customer experience for each step.</b> <b>You can include the time involved to execute each activity.</b>					
<b>Expectations</b>	<b>What does the client want or expect at each step?</b>					
<b>Emotional State</b>						
Emotional High	<b>What is the user's current state of mind? Fear, anger, disgust, sadness, happiness, surprise. When do they feel this way? Identifies and supports emotional ups and downs.</b> <b>Can include quotes of what the user shares with you.</b>					
Neutral						
Emotional Low						
<b>Opportunities</b>				<b>Internal Ownership</b>		
What needs to be done with this knowledge? Who owns what change? Where are the biggest opportunities?						

\*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).