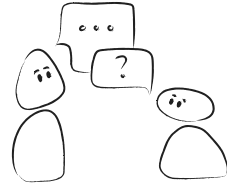


JOURNEY MAPPING



Name: _____

Understand: Ask questions to find out what is going on.

Write or draw down the steps someone takes in thier journey and how they feel along the way.

Interviewee's name: _____
(the person I talked to)

Journey Type: _____

First... Feeling:

1

Beginning ●

2

Second... Feeling:

3

Third... Feeling:

4

Lastly... Feeling:

End ●