

## Userjourney

User journeys are an effective way to understand the process the user goes through. Use it to identify the point in the journey where you can best assist. Start by stating what the goal should be. Then note where the journey begins and take the journey step by step. To keep it simple, focus on the most significant moments the user has to go through. For each step, note what the user experiences. Gain inspiration for the journey by observing or interviewing users. If you have already developed personas, use the insights from them.



What does the user feel?

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What does the user think?

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What does the user say?

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What does the user do?

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