

As-is user journey

A user journey focusses on a service from a person's perspective, recording both good and bad experiences.

The user of the service is _____

HOW DOES A USER BECOME AWARE OF THE SERVICE?

HOW DOES A USER JOIN THE SERVICE?

HOW DOES A USER EXPERIENCE THE SERVICE?

HOW DOES THE SERVICE DEVELOP FOR THE USER?

HOW DOES A USER LEAVE THE SERVICE?

Draw what this person **does**

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Describe what is **happening**

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Show how the person **feels**



What are the **painful points** in the journey?

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What **opportunities** are there to improve the journey?

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