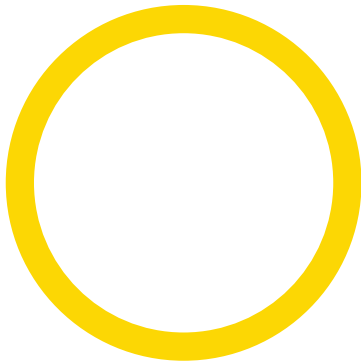


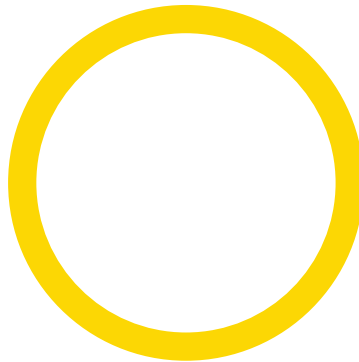
Build a journey map to break a session into multiple tasks to look out for positive and negative emotions and experiences

USER JOURNEY

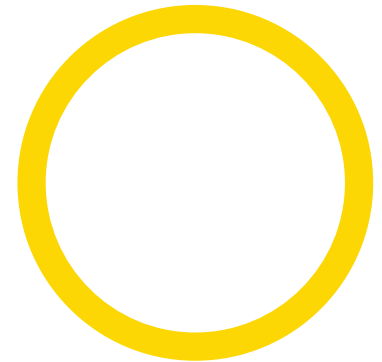
before



during



after



Overview

- A journey map is a diagram that maps the stages customers go through when interacting with a product, service, brand or company. It gives businesses a way of helping them gain valuable insight and understanding regarding common customer pain points and to build empathy for customers by understanding their needs, wants and how they feel.

Getting Started

- Break your journey into 3 broad stages – Before, During and After.
- Describe the emotions you feel at the different journey by categorizing them into positive and negative emotions.