

User Journey Mapping Canvas

A user journey map is a table with steps through time to achieve a goal. As a group, we'll work together to fill in the grid. If creating a retrospective map, start with Step 1 and the Final Step. Otherwise, start left-to-right top-to-bottom. Regularly reference the persona as a source of inspiration. Don't worry if there are blank cells.

Persona	Scenario	Goals
		
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="background-color: #333; color: white; padding: 5px 15px; border-radius: 5px;">Step 1</div> <div style="flex-grow: 1; text-align: center; border: 1px solid #ccc; border-radius: 5px; display: flex; align-items: center; justify-content: center;"> ... </div> <div style="background-color: #333; color: white; padding: 5px 15px; border-radius: 5px;">Final Step</div> </div>		
Actions 1) 2) 3)		Actions 1) 2) 3)
Time -		Time -
Pain Points 1) 2) 3)		Pain Points 1) 2) 3)
Improvements 1) 2) 3)		Improvements 1) 2) 3)