User Journey Map

How to use this tool
Use this tool at the start of projects to map and evaluate how customers experience the existing service. In one-to-one sessions or group workshops with your users, write down all of the service touchpoints you can think of. Score the experience of each activity, then estimate the time and cost associated with them. Analyse the user experience throughout the whole journey.

pdr.

Design 4 Innovation
Interreg Europe

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DESCRIPTION

USER EXPERIENCE
How positive/negative is the user experience of each activity. 1 = poor / 10 = positive.

10
9
8
7
6
5
4
3
2
1
0

TIME
How many hours does each task take to complete.

COST
What is the cost of this activity. Include human and capital costs.