

# JOURNEY MAPPING

What does the current journey look like? How does it work? How does it feel?

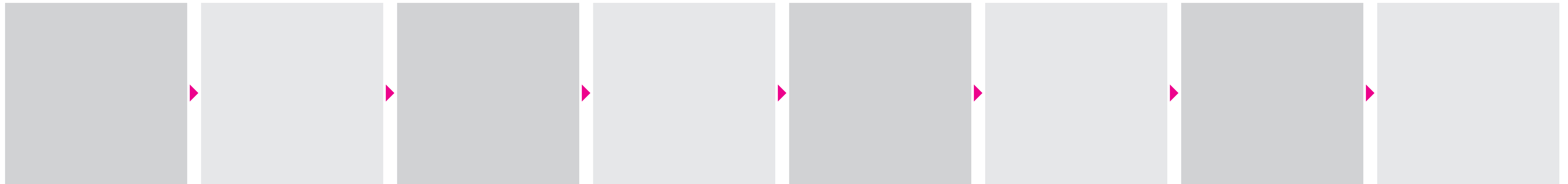
## JOURNEY STATEMENT:

How might I

describe the overall goal of the user

?

### Touchpoints What are the main events and interactions along the journey?



### Processes How are these events and interactions supported? How does it work?



### Experiences How does this experience feel for all of the different actors involved?

