Experience Map

Experience
What experience should be optimized? How long does this experience last and how often does it occur?

User Roles Involved
Who plays the main role in this process?

User's Objectives
What do the main use roles want to achieve with this process?

Actions
What triggers the journey and what do the main users do to achieve their goal? Describe their actions step-by-step.

Information
What data does the user need at each step? Where does the data come from? From whom does the user receive information and how (e.g. e-mail, telephone, etc)