



# Journey Mapping Worksheet

The Journey Worksheet identifies the practical and emotional experience across channels and touchpoints while addressing key needs. This will help your organization uncover key opportunities to improve the experience.

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Goal:

Stage	App feature	news feed	user interface		
Touchpoints <small>Points of interaction.</small>	App	App	App		
Needs <small>What questions are we trying to answer? What information do we need to answer them?</small>	need to be comprehensive in terms of banking or payment	to create a community	need to look simple & easy to use		
Expectations <small>What are the core expectations of our pesona?</small>	can fulfil their needs	to share what did they do such as donation	App that look easy to use and		
Activities <small>What is our persona doing at this stage in their journey?</small>	send/receiving money.	share their activity			
Emotional State	<div style="border-bottom: 1px dashed gray; padding-bottom: 5px;">Positive</div> <div style="border-bottom: 1px dashed gray; padding-bottom: 5px;">Negative</div>				
Opportunities <small>What would make things easier and more enjoyable for the customer?</small>					