

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.

Persona:

Goal:

Stage	creating a meeting	sharing screen	video layout	time limit	Participant capabilities
Touchpoints Points of interaction.	<ul style="list-style-type: none"> enter meeting info & obtain link confirm meeting 	<ul style="list-style-type: none"> button that enables screen share screen & audio access of the laptop 	<ul style="list-style-type: none"> a screen that displays all participants in the meeting 	<ul style="list-style-type: none"> red 'end meeting' button. 	<ul style="list-style-type: none"> mute button camera on/off reaction buttons control of view & audio of other ppl.
Needs What questions are we trying to answer? What information do we need to answer them?	<ul style="list-style-type: none"> How do I get the meeting link? How do I start the meeting? 	<ul style="list-style-type: none"> Will participants see the screen & how? Can participants hear audio? Can both screen & ppl be seen? 	<ul style="list-style-type: none"> can I see all participants or just the speaker? 	<ul style="list-style-type: none"> Do I have enough time to present & share info? Can I control when meeting ends? 	<ul style="list-style-type: none"> can I mute? turn cam off? adjust layout? mute others?
Expectations What are the core expectations of our persona?	<ul style="list-style-type: none"> create a meeting w/ correct time & obtain the link to share w/ other participants 	<ul style="list-style-type: none"> screen is seen & audio is heard. 	<ul style="list-style-type: none"> To be able to see & interact w/ all ppl in the meeting. 	<ul style="list-style-type: none"> To not feel rushed & have enough time to share info in a meeting. 	<ul style="list-style-type: none"> to have a meeting w/ ability to have interaction options.
Activities What is our persona doing at this stage in their journey?	scheduling a meeting	sharing a presentation or other info	communicating info in a virtual 'meeting room' setting	using platform to connect w/ others	taking own control of meeting experience
Emotional State	Positive _____ Negative _____				
Opportunities What would make things easier and more enjoyable for the customer?					