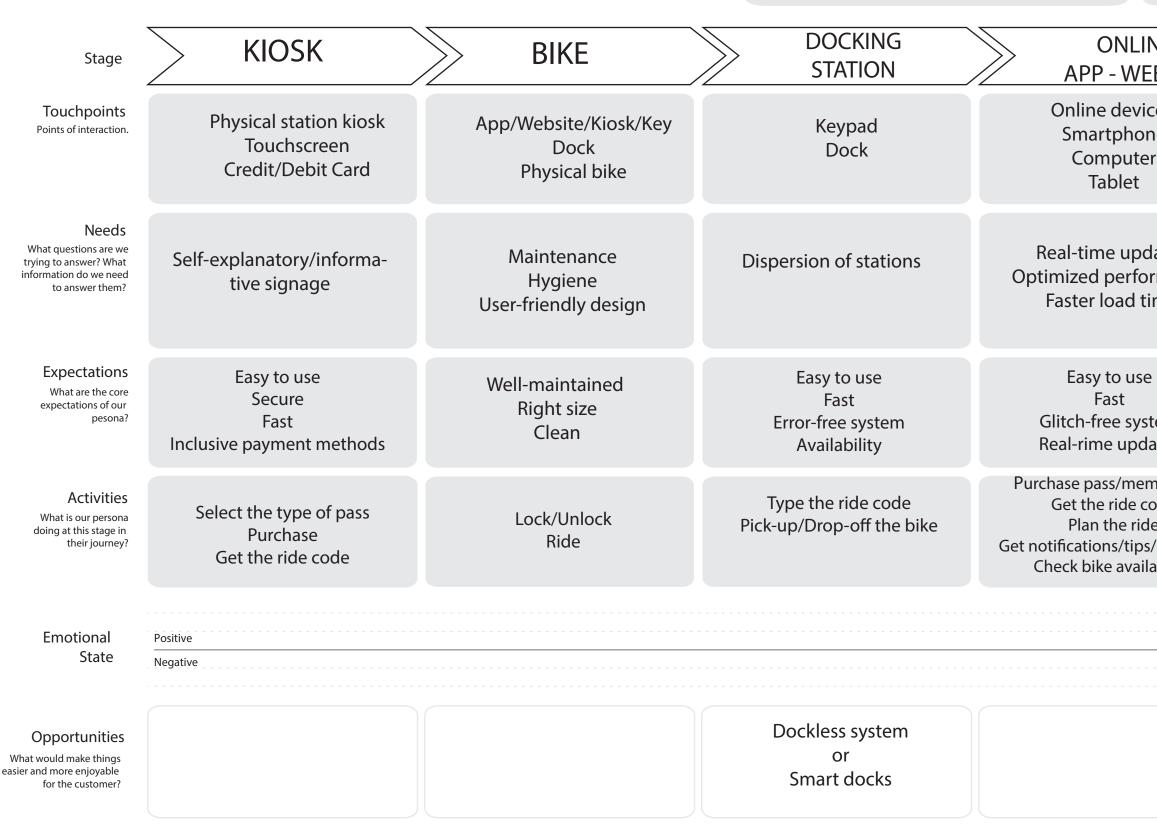
## Journey Mapping Worksheet

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:



## e delight

Goal:

NE BSITE	LIMITATIONS	
es: e	Customer service	
ates mance me	Better communication Faster response	
em Ites		
nbership ode directions obility	Get support before/after the purchase	
	Free trial Discount code Reward system	