

➤ DISCOVER

JOURNEY MAP

Scenario:

Team:

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5


Does


Thinks
or Says


Feels



Emotion

How to use this tool:

Use this framework to visualize how a person navigates a process. By analyzing the process and how one feels at different stages, it helps to identify barriers or areas of opportunity. Use this tool with:

Discussion Guide - Empathy Map - Problem Statement