

## Emotional curve

What are the different emotions that people experience during all the actions in the journey?

## Touchpoints

For each action, write down what the user interacts with and what they need to use, e.g. online login with strong authentication on mobile or desktop

## Actions

What steps must the user complete to achieve a successful result, e.g. starting up computer and specific software program

## Phases

What are the larger divisions within which the actions belong, e.g. prepare, validate, follow up

### Instructions

1. Use the insights that you gathered through research and **map the whole process** in different phases. Write the phases down on post-its.
2. Add the actions corresponding to the phases step by step.
3. Which devices, persons, products, etc. do users come into contact with.
4. **Indicate** how the users experience the actions and touchpoints.