

User Journey Canvas

Completing the user journey canvas:

For a product or service:

- Identify your persona
- Who uses the product
- How do they think and feel?
- What do they say and hear?
- Who influences them?

How do they interact with your product?

- Think of the steps they take to use it
- Write your own steps

What do they do, ask, think and feel as they go through these steps?

- What opportunities are there for improvement?
- Complete the template on the next page

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User journey canvas



Name & Background

Thinking & feeling (Major preconceptions)

Saying (Attitude in public, measures of success)

Hearing (What friends/influencers say)

Seeing (Friends/environment. What the market offers)

Journey					
Actions					
Questions					
Happy Moments					
Pain points					
Opportunities					