User Journey

This tool helps you identify how the users would experience your product.
Take in consideration key phases including the moment they become aware of the service, the first and the continuing use until the moment they leave.
Start from a low fidelity version, as you proceed you will include more detailed touchpoints and actions.

Phases

Attract	Decide	Use	Retain	Sustain

How it looks:
Images/sketches of touchpoints at this stage

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Steps:
What are the main stages?

Steps:
What are the main stages?

Steps:
What are the main stages?

Steps:
What are the main stages?

Steps:
What are the main stages?

Description:
Briefly describe what happens at this stage

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