

1. Define user, goal and scope of the map



Scope and goal	A user journey map for users who are looking for cooking recipes online to prepare some quick meals					
Phases
User tasks and activities	• Action	• Action	• Action	• Action	• Action	• Action
Painpoints	• Painpoint	• Painpoint	• Painpoint	• Painpoint	• Painpoint	• Painpoint
Opportunities	• Opportunity	• Opportunity	• Opportunity	• Opportunity	• Opportunity	• Opportunity
Touchpoint	• Touchpoint	• Touchpoint	• Touchpoint	• Touchpoint	• Touchpoint	• Touchpoint