



STAGE 3







STAGE























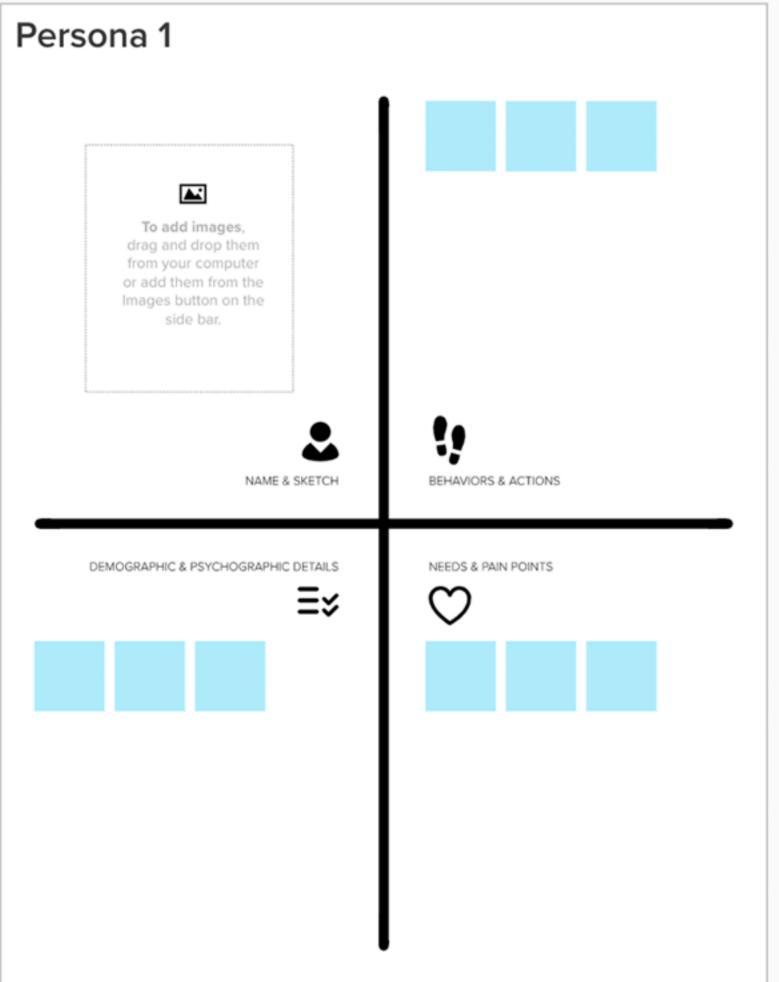


Know your user. Create proto-personas for made-up people who fit your

user's profile. This helps keep think critically your users' needs and

2 Proto-personas

motivations.



Persona 2 should be a different profile from Persona 1 so you can explore different perspectives.



Customer Experience Journey Maps

Define the different stages of the situation you've defined - Stage 1 being the first thing that happens chronologically. Fill out the columns below based on the personas you defined in the previous step.

STAGE 1

STAGES	STAGE 1	STAGE 2	STAGE 3	STAG
STEPS				
FEELINGS 7				
PAIN POINTS				
OPPORTUNITES				

STAGE 2



STAGES



