

SCOPE/CAMPAIGN/GOAL

SCENARIO

USER EXPECTATION

AUDIENCE/TARGET USER



CHALLENGES

MOTIVATIONS

ACTIONS & BEHAVIORS



USER NEEDS AND/OR INTEREST



USER JOURNEY START POINT



USER JOURNEY PATHS & EXPERIENCES



USER JOURNEY END POINT

SCOPE/CAMPAIGN/GOAL

SCENARIO

USER EXPECTATION

AUDIENCE/TARGET USER



CHALLENGES

MOTIVATIONS

ACTIONS & BEHAVIORS



USER NEEDS AND/OR INTEREST



USER JOURNEY START POINT



USER JOURNEY PATHS & EXPERIENCES



USER JOURNEY END POINT