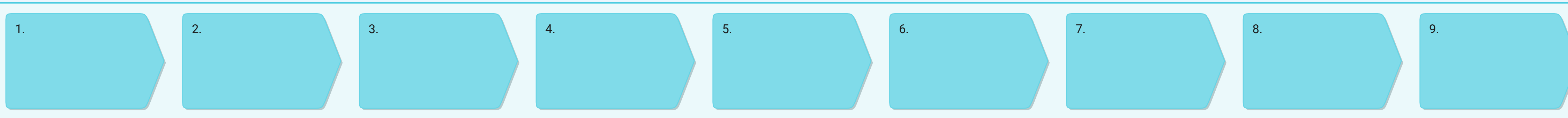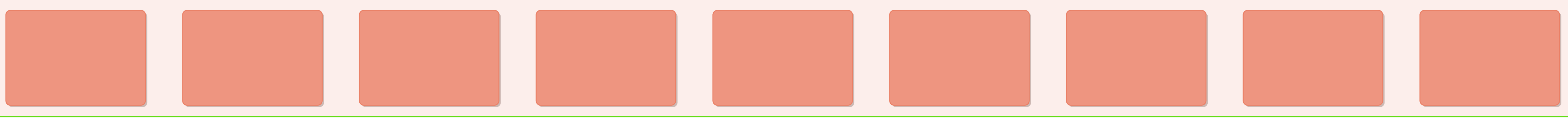| Backstage **About this journey**	"Who is the actor? In which situation? Why? Enter your research findings!"	PERSONA: "What's his/her name, age, job? Add a portrait picture!"		CONTEXT: "What's the current situation this story is taking place?"		GOAL: "What does the persona want to reach? Why?"		
Customer **Main journey phases**	"Matches most of the journeys. Feel free to adopt, rename, enhance!"	BEFORE: Trigger, Search, Explore, Decide, Order, Wait, Receive, Pick up, Pay, ...		DURING: Unpack, Understand, Build, Consume, Apply, Share with, ...		AFTER: Pay, Feedback, Complain, Recommend, Repair, Throw, Order more, ...		
Customer **Steps representing user activities**	"What does the persona do? Enter the single steps and arrange chronologically!"	1.	2.	3.	4.	5.	6.	7.	8.	9.
On Stage **Touchpoints: Digital, Physical, Print**	"What items do people use? Who does s/he meet? Where: In a shop, on the phone, online?"									
Customer **Thoughts**	"What does the persona think? Add quotes that expresses his/her thoughts!"									
Customer **Gains**	"How good does the persona feel: Happy, glad, relaxed, satisfied, ?"									

Customer **Emotional curve**
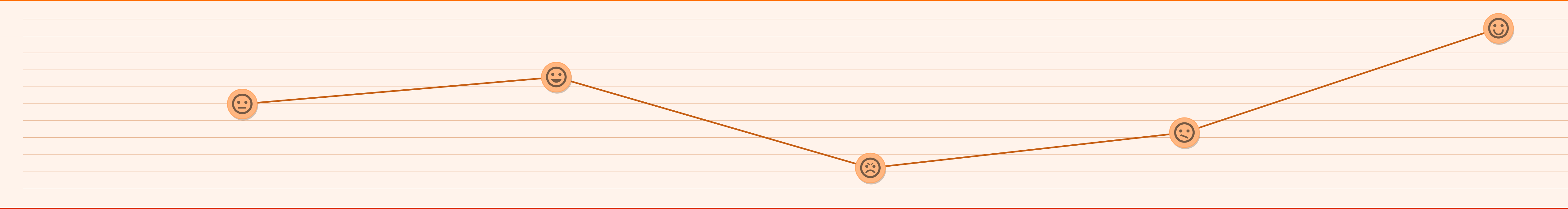
Customer **Pain points**	"How bad does the persona feel: Confused, angry, annoyed, disappointed,..."									
Backstage **Ideas and solutions**	"How can we improve the experience? Brainstorm new opportunities!"									
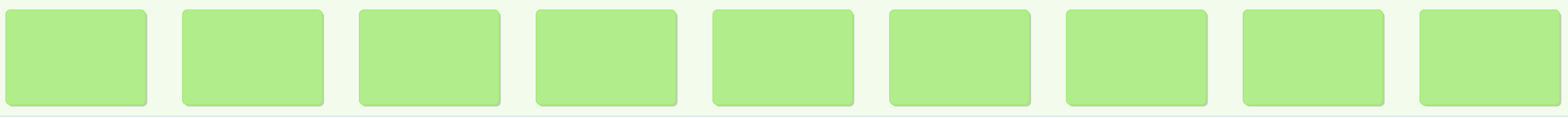
| Customer **Credits** | This template was made with love by Susanne Kreuz :: UX & Information Design | Handle with care, feel free to share! | Much love to Sabina from CUSTELLENCE for your awesome support... | ... and publishing my case study on your blog (English) | Much love to Tamara from TestingTime for your helpful feedback... | ...and publishing my case study on your blog (German) | Much love to Tina, Ella and Seraina from SINGA Switzerland for taking me on this journey... | ...and being part of the SINGAfactory start-up program! | What do you like or miss? Feedback welcome: ux@susa-kreuz.de | Thank you! |