

# USER JOURNEY MAP

Tool template

FILL OUT THIS TEMPLATE  
IN YOUR COLLABORATIVE ACTIVITIES



Project title and journey title .....

Protagonist .....

## Macro-activity

### Activity

1. ....  
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2. ....  
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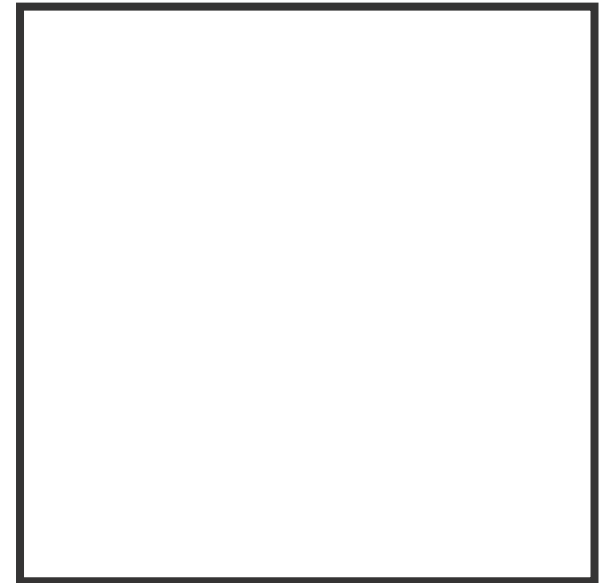
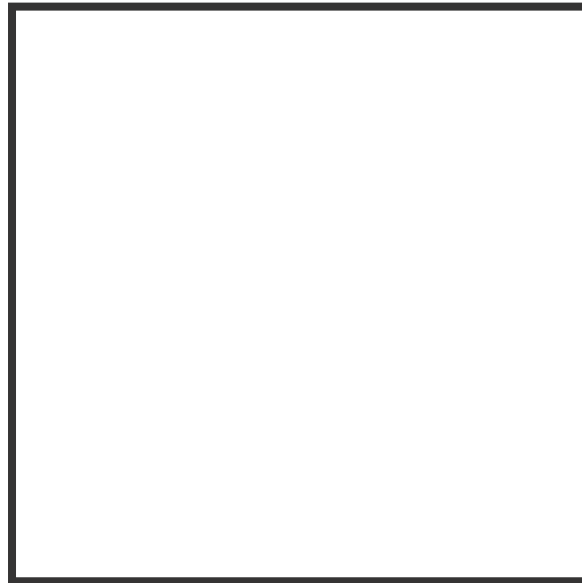
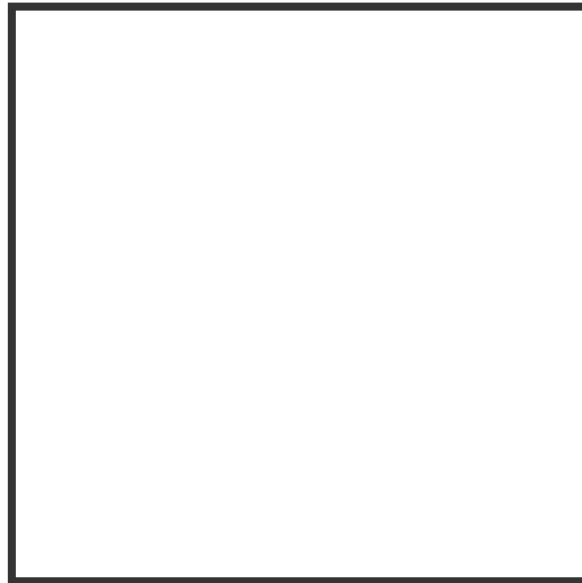
3. ....  
.....



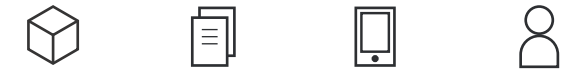
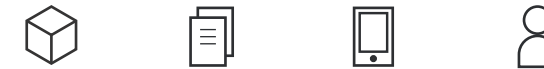
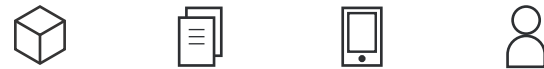
4. ....  
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### Scene



### Interaction points



### Emotional state



### Quotes

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### Critical issues

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### Deductions

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