

Template

User Journey Map: _____

Using research insights, map out the experiences and interactions of stakeholders and users.

Entice

How do people hear about this and what will get them interested in checking it out further?

Enter

What's the experience like when they first enter?

Engage

What are all of the steps of engaging with the service?

Exit

Once they are finished with that engagement, what will it feel like to leave that experience?

Extend

How might they tell others about it, or best share their experience?



Read more about how to use this template under
Connect the Dots at nyc.gov/service/design

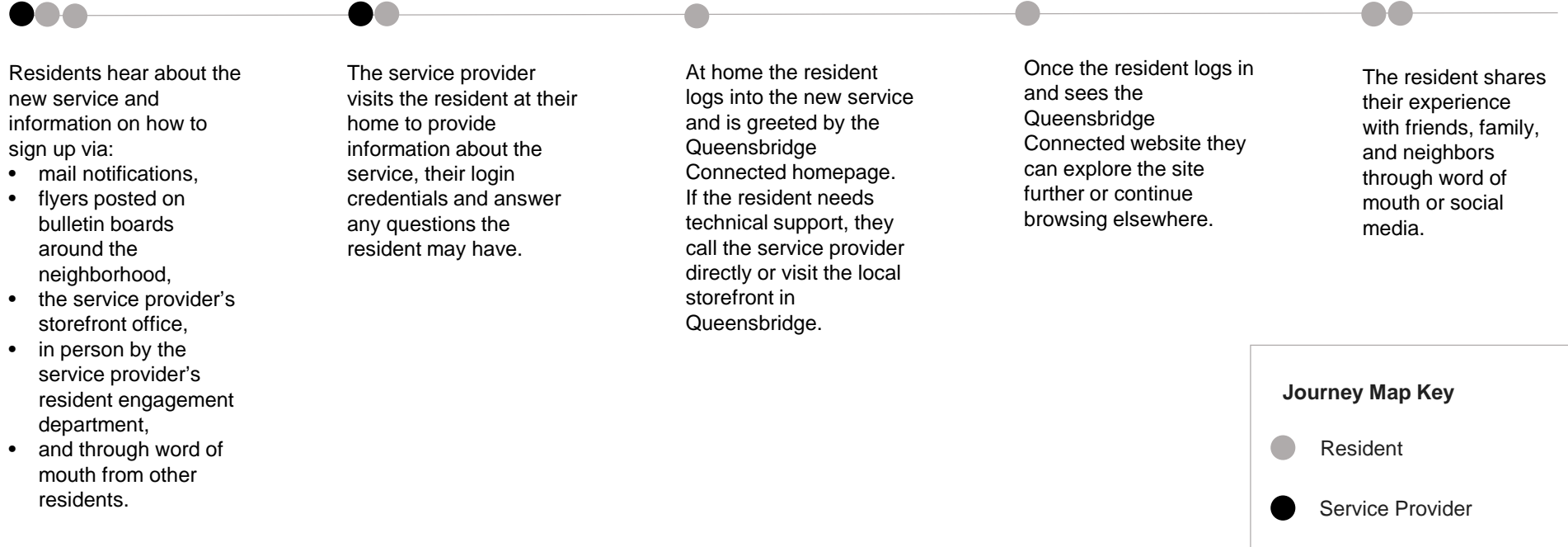


Example

User Journey Map: Queensbridge Connected

Overview

Journey of Queensbridge resident receiving and using broadband service.



Read more about how to use this template under
Connect the Dots at nyc.gov/servicedesign