



UNDERSTAND PHASE

JOURNEY MAP: *Give the Journey a Name Here*

	ENTICE <i>How is someone enticed or persuaded to consider what you offer?</i>	ENTER <i>What is someone's first impression? What is their onboarding like?</i>	ENGAGE <i>What is a person's experience actually using the product or service?</i>	EXIT <i>How do people leave the experience? How are you closing it out?</i>	EXTEND <i>What happens after the experience is over? Does the relationship continue?</i>
KEY ACTIVITIES <i>Specific actions, tasks, or steps.</i>					
QUOTES + EMOTIONS <i>What did people say? How are they feeling?</i>					
NEEDS <i>What does the person need at each phase?</i>					