

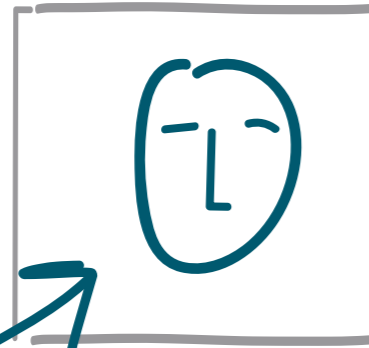
Storyboarding and Journey Map

This visual is used to create a persona and to visualise that person's story or narrative through the process you are researching.



create a persona

Persona



Create the scenario



Goals and expectations



Visualise the steps in the journey



Actions, thoughts and emotions and mapping the highs and lows in the user's journey



Insights



Ownership

