

JOURNEY MAP LABELS



What's
the
vision?

How will
this be
funded?

Does
management
agree with
this?

Engage
the
customer

Is this
idea
scaleable?

Offer a
choice
here

Observe
the user
in action

Problem

Solution

Further
research
needed

What is the
opportunity
here?

Can you
actually
deliver this?

Empathise

Ideate

TEST

