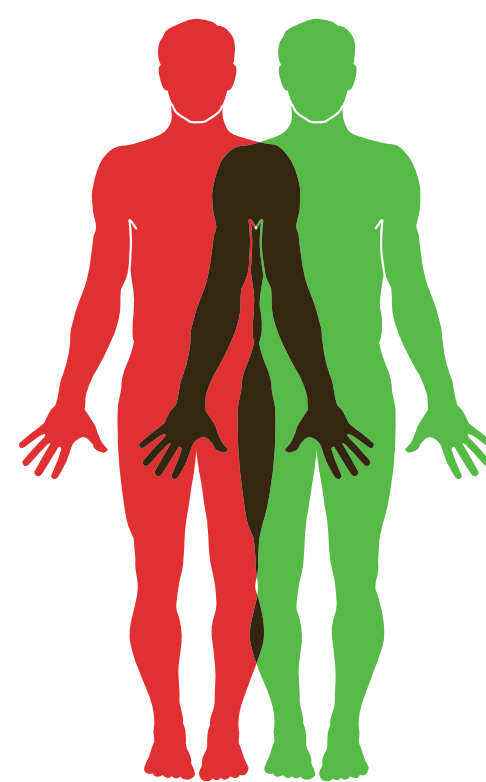




STEPS		BEFOREHAND <i>Notice, understand, be triggered.</i>	USING THE SERVICE <i>Decide to use, first use, further use, help with problems.</i>	AFTER USE <i>Building relationships, stimulating re-use, end of use.</i>
USERS	NEED <i>What does the user want?</i>			
	ACTIVITIES <i>What does the user do?</i>			
SERVICE PROVISION	TOUCH POINT <i>How does the user come in contact with the service?</i>			
	ANSWERS <i>How are the demands of the user answered? (What does the employee do? What does the website do? Etc.)</i>			



LEGEND

Colour code and name of persona.
Go through the "journey" for each of your personas. Indicate this with a colour line that connects the touch points that your persona uses.

○	○	○	○	○	○