

User Journey Map Template

Formats: Markdown (canonical) | Word (DOCX) | PDF **Updated:** 2026-03-22 **License:** CC BY 4.0 --
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A fill-in-the-blank template for mapping a single user's experience across phases of a specific goal -- from first awareness through completion. Captures actions, touchpoints, thoughts, emotions, pain points, and opportunities.

When to use this

You need to visualize how a specific user experiences your product or service across time. Journey maps turn research findings into a shared artifact the team can reference during design, prioritization, and story writing. Use this when you have interview data, analytics, or observational research and need to synthesize it into something the whole team can see.

Template

Fill in one column per phase. Most journeys have 4-6 phases.

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## Journey Map: (Goal or task name)

**Persona:** (Name and descriptor)
**Scope:** (Start point → End point)
**Map type:** Current state / Future state
**Date:** (YYYY-MM-DD)
**Data sources:** (Interviews, analytics, support tickets, etc.)
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Lane	Phase 1: (Name)	Phase 2: (Name)	Phase 3: (Name)	Phase 4: (Name)
User goal	(What are they trying to accomplish in this phase?)			
Actions	(What does the user do? Steps they take.)			
Touchpoints	(Where does the interaction happen? App screen, email, phone, in-person.)			
Thoughts & Questions	(What's on their mind? Use their words from research.)			

Lane	Phase 1: (Name)	Phase 2: (Name)	Phase 3: (Name)	Phase 4: (Name)
Emotional state	(Positive / Neutral / Negative + one-word descriptor)			
Pain points	(Friction, confusion, drop-off risks)			
Opportunities	(How to improve this phase)			

How to fill it in

1. **Start with phases.** Name each phase from the user's perspective. "Discover" not "Marketing awareness." "Try it out" not "Onboarding funnel."
2. **Fill actions and touchpoints first.** These are the facts. Get them down before interpreting emotions or opportunities.
3. **Add thoughts and emotions from research.** Use actual quotes or close paraphrases. Don't invent emotional states.
4. **Pain points come from evidence.** Drop-off analytics, support tickets, interview frustrations. Not your guesses.
5. **Opportunities are ideas, not commitments.** Capture them freely. Prioritize later with a 2x2 or RICE score.

Worked example: New patient scheduling a first appointment

Persona: Maria, newly insured, first-time patient at a multi-location clinic **Scope:** Deciding to find a doctor → Attending the first appointment

Lane	Awareness	Research	Booking	Pre-Visit	Visit
User goal	Find a doctor who takes my insurance	Compare options and pick one I trust	Schedule the appointment	Know what to expect and prepare	Get the care I came for

Lane	Awareness	Research	Booking	Pre-Visit	Visit
Actions	Googles "primary care near me," asks friends, checks insurance provider directory	Reads reviews, checks clinic website, looks at doctor bios and photos	Calls clinic or uses online booking, picks date/time	Fills out intake forms, gathers insurance card, sets reminder	Checks in, waits, meets doctor, discusses concerns
Touchpoints	Google search, insurance portal, word of mouth	Clinic website, Google reviews, Healthgrades	Phone call, online booking widget, confirmation email	Pre-visit email with forms, patient portal, text reminder	Front desk, waiting room, exam room
Thoughts	"I don't even know where to start." "Does this doctor take my plan?"	"These reviews are 2 years old. Is this still accurate?" "The website doesn't show availability."	"Why do I have to call? It's 2026." "The earliest available is 3 weeks out?"	"This intake form asks for my medical history -- I don't have records from my old doctor."	"I've been waiting 25 minutes past my appointment time."
Emotional state	Negative -- overwhelmed	Neutral -- cautious	Negative -- frustrated	Negative -- anxious	Mixed -- relieved to be here, annoyed by wait
Pain points	Insurance directory is outdated, shows doctors no longer accepting patients	No way to see real-time availability before calling	Online booking only available for existing patients; new patients must call	Intake forms are PDF -- can't fill on mobile; no way to upload insurance card photo	25-minute wait with no explanation or update

Lane	Awareness	Research	Booking	Pre-Visit	Visit
Opportunities	Partner with insurance to keep directory current; add "accepting new patients" badge to profiles	Show real-time availability on clinic website	Enable online booking for new patients with insurance verification	Mobile-friendly intake forms with insurance card photo upload	Waiting room status updates ("Dr. Chen is running 15 minutes behind")

Facilitator tips

- **One persona, one goal.** Don't try to map multiple personas on one map. It gets confusing. Create separate maps for distinct user types.
- **Current state before future state.** Map what actually happens before designing what should happen. Teams that skip current state build future state on assumptions.
- **Emotions are data, not decoration.** The emotional arc across the journey reveals where users are most vulnerable to dropping off. A journey that starts positive and trends negative has a retention problem.
- **Opportunities are cheap. Prioritization is the real work.** A journey map with 20 opportunities and no prioritization is a wish list. Feed opportunities into a 2x2 or RICE exercise to decide what to act on.

How did it go?

- ☐ Each phase is named from the user's perspective, not the business's
- ☐ Pain points are backed by research evidence (quotes, analytics, ticket data)
- ☐ Emotional states are specific (not just "happy" / "sad")
- ☐ Opportunities are captured but not treated as committed work
- ☐ The map is scannable in under 2 minutes

Part of the [k8 Agent Toolkit](https://k8mak.com/resources). Download other formats at k8mak.com/resources.