**JOURNEY MAPPING**

What does the current journey look like? How does it work? How does it feel?

**JOURNEY STATEMENT:**

<table>
<thead>
<tr>
<th>How might I describe the overall goal of the user?</th>
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- **Touchpoints**
  - What are the main events and interactions along the journey?

- **Processes**
  - How are these events and interactions supported? How does it work?

- **Experiences**
  - How does this experience feel for all of the different actors involved?