### Actor

Who is this journey map about? Students, faculty members, etc, "Actors" usually aligns with personas, if they exist.

#### **Journey Phases**

Chucks of meaningful behavior that provide high level organization of actions, thoughts and emotions.

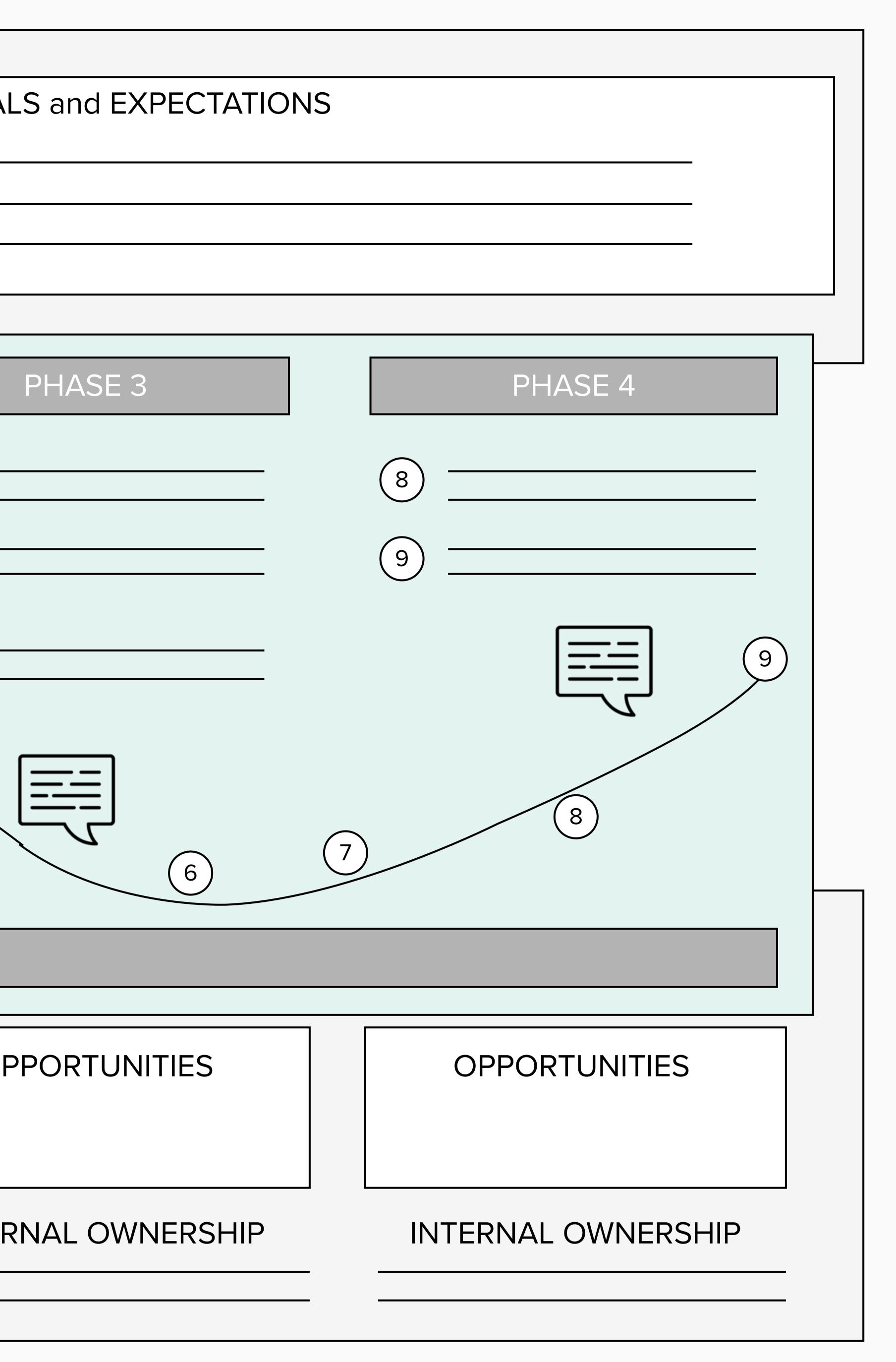
Actions, Mindsets and Emotions The behaviors, thoughts and feelings the actor has throughout the journey.

# Insights and Opportunities

Any insights that emerge from journey mapping should be explicitly listed. If possible, also assign ownership for different parts of the journey map, so that it's clear who's in charge of what aspect of the customer journey. Without ownership, no one has responsibility or empowerment to change anything.



SCENARIO		GOAL •
ASE 1	PHASE 2	5
	4	6
		7
TS and CHANNELS	S	
TUNITIES	OPPORTUNITIES	OF
OWNERSHIP	INTERNAL OWNERSHIP	



Reference: https://www.nngroup.com/articles/customer-journey-mapping/

### **Scenario and Expectations**

The specific journey that is being mapped and its corresponding expectations. Make sure to clarify the user's goal during this experience. Journey maps are best for scenarios that describe a sequence of events, such as purchasing behavior or taking a trip.

# **Touchpoints and Channels**

The map should align touchpoints (times when the actor in the map actually interacts with the company) and channels (methods of communication or service delivery, such as the website or physical store) with user goals and actions.

Customer journey maps usually look completely different. As long as your customer journey map includes the key elements presented here, you can change the look of your map