



Personas:
the main characters that illustrate the needs, goals, thoughts, feelings, opinions, expectations, and pain points of the user.

Touchpoints:
customer actions and interactions with the organization. This is the WHAT the customer is doing.

Moments of truth:
A positive interaction that leaves a lasting impression, often planned for a touchpoint known to generate anxiety or frustration

Key

Must-Haves:
Must-Have items are in black

Nice-To-Haves:
Nice-To-Haves are in grey

Timeline:
a finite amount of time (e.g. 1 week or 1 year) or variable phases (e.g. awareness, decision-making, purchase, renewal).

Emotion:
peaks and valleys illustrating frustration, anxiety, happiness etc.;

Channels:
where interaction takes place and the context of use (e.g. website, native app, call center, in-store). This is the WHERE they are interacting.



Supporting characters:
peripheral individuals (caregivers, friends, colleagues) who may contribute to the experience.

