Instruction Sheet: User Journey Mapping

WHAT IS IT?
A journey map to show the 5Es (Entice, Enter, Engage, Exit, Extend) that businesses need to think about to create compelling experiences.

WHY USE IT?
To analyze all the steps in the journey in which a solution may be needed.

HOW TO BEST USE IT?
By understanding the use cases and what they require, and elaborating on the implications.

Map out the consumer journey based on the 5Es of a compelling experience
User journey mapping exercise through Compelling Experiences to help identify Design principles

<table>
<thead>
<tr>
<th>Entice</th>
<th>Enter</th>
<th>Engage</th>
<th>Exit</th>
<th>Extend</th>
</tr>
</thead>
<tbody>
<tr>
<td>How customers are attracted to engage with your offering?</td>
<td>How a customer begins engagement with your offering?</td>
<td>How a customer interacts with your offering?</td>
<td>How a customer ends engagement with your offering?</td>
<td>How a customer reflects on her engagement with your offering?</td>
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</tbody>
</table>

**Key Activities**
List the critical activities / actions per phase.

**Actors**
Who’s involved? Who are the key influencers for that action?

**Feelings**
What is the customer feeling during this action?

**Channels/ Medium**
Which channels are you accessing (e.g. phone, tablet, in-person store)

**Tools / Resources**
What tools are you using to help complete this activity (e.g. Excel, a specific website)?