

<p><b>CONTEXT</b> WHAT IS THE CONTEXT / ENVIRONMENT? WHAT EXTERNAL FACTORS PLAY A ROLE?</p>				
<p><b>EMOTIONAL STATUS</b> WHAT IS THE PERSONA FEELING?</p>	<p>WHICH EMOTION</p> <hr/> <p> <span>+</span> <span>+</span> <span>+</span> <span>+</span> <span>+</span> </p> <p> <span>+</span> </p> <p> <span>0</span> </p> <p> <span>-</span> </p> <p> <span>-</span> <span>-</span> <span>-</span> <span>-</span> <span>-</span> </p>			
<p><b>JOURNEY STEPS</b> KEY MOMENTS</p>				
<p><b>TOUCHPOINTS</b> E.G. WEBSITE, PHONE, (ONLINE) SHOP, HOME DELIVERY</p>				
<p><b>WHICH DEPARTMENT?</b> E.G. MARKETING, CUSTOMER SERVICE, IT, FINANCE</p>				
<p><b>RESONATES WITH...</b></p>	<p>CUSTOMER NEEDS AND INTERESTS</p> <hr/> <p>CUSTOMER'S BARRIERS AND FRUSTRATIONS</p>			