User Journey Map (Example) jetway.io - user onboarding toolkit

\Rightarrow	Google search	—-⊳	Landing page ————————————————————————————————————	—⊳	Registration	
	How does a user first learn about your product? This could be a Google search, ad or a blog post. Understanding this contex will help you aling the onboarding experience with users expactations.		What's the next touchpoint with your product? Typically, this will be your landing page, but can be another article on your blog or something else. List each touchpoint on the user journey. This will help you understand what influences your users.		How much effort is required from your user? How many actions does it take to make progress? What information needs to be provided? Motivation fades quickly if the promised reward is too hard to reach. List the steps a user needs to make to reach the next touchpoint.	
∘∘∘ —>	Next touchpoint	—	Next touchpoint	—⊳	Next touchpoint	
∘∘∘ —⊅	Next touchpoint —	—->	Next touchpoint	> ⊘	Activation point When a user receives first value she expects? What's the first win from using your product? What demonstrates the value a user was expecting? Trace the steps to the point where users goes Aha!	

This is typically where they receive a completed unit of value your product delivers, e.g. first project created, a file shared with a colleague or an email campaign sent.

\Rightarrow	First touchpoint	<u> </u>	Next touchpoint	>	Next touchpoint	
	User expectations:	Actions to reach next touchpoint:	User expectations:	Actions to reach next touchpoint:	User expectations:	Actions to reach next touchpoint:
· · · · — Þ	Next touchpoint		Next touchpoint	D	Next touchpoint	000
	User expectations:	Actions to reach next touchpoint:	User expectations:	Actions to reach next touchpoint:	User expectations:	Actions to reach next touchpoint:
∘∘∘ —⊅	Next touchpoint	——→	Next touchpoint	 >	Next touchpoint	

∘∘∘ —⇒	Next touchpoint User expectations:	Actions to reach next touchpoint:	Next touchpoint User expectations:	Actions to reach next touchpoint:	Next touchpoint User expectations:	Actions to reach next touchpoint:
∘∘∘ —⊳	Next touchpoint		Next touchpoint		Next touchpoint	
	User expectations:	Actions to reach next touchpoint:	User expectations:	Actions to reach next touchpoint:	User expectations:	Actions to reach next touchpoint:
∘∘∘>	Next touchpoint User expectations:	Actions to reach next touchpoint:	Next touchpoint User expectations:	——→ Actions to reach next touchpoint:	 Activation point User receives first value 	