

Employee Journey Map Template

TEAM: _____



PERSONA

EMOTIONAL STATUS



Name:
Scenario:

Explain
Emotions:

JOURNEY STEPS

JOURNEY STEPS

PERSONA GOALS

What is the persona trying to achieve?

PERSONA GOALS

TOUCHPOINTS

What people, things or organizations does the persona come in contact with?

TOUCHPOINTS

ORGANIZATION ACTIONS

What does the organization do at this step?

ORGANIZATION ACTIONS

BARRIERS

What barriers get in the way of achieving persona's goals?

BARRIERS

ENABLERS

What helps persona achieve goals?

ENABLERS

INSIGHTS & OPPORTUNITIES

What insights or opportunities for improving the experience do you observe?

INSIGHTS & OPPORTUNITIES