

User Interaction Map

Use this template to map your customer's full experience - from discovery to loyalty. Identify actions, emotions and channels at every stage to better understand and improve their journey.



1. Journey stage

List the key stages for your customer's experience:

2. Customer actions

Describe what your customer does at each stage:

3. Emotions

Sketch the emotional journey based on each action:



4. Touchpoints

Note the channels your customer interacts with at each stage: