

01.

Journey Between Layers

Map the journey.
Understand what
happens in between.

GOAL
What is the person trying to achieve?

SCENARIO
Context of the journey

STAGES / KEY MOMENTS

USER LAYER • Actions · Needs · Thoughts · Emotions						
EXPERIENCE LAYER Touchpoints · Interactions · Friction						
SYSTEM LAYER • Processes · People · Technology · Data						
BUSINESS LAYER Goals · Rules · Constraints · Opportunities						
BETWEEN THE LAYERS •• Where does the experience break between one layer and another?						
OPPORTUNITY What could we change to make these layers work better together?						