Prototyping a customer journey

A visualization of the customer journey helps the entire team grasp the occurrence and flow of events.

Exercise:

• **Select a user type.**

• **Referencing your user type, identify every step required to complete the task from the user perspective.**

For example, if the user needs to conduct a search, or look up a password, include that step.

• **Create a visual representation of each user's task, going step by step, using the boxes below.**

Step 1 → Step 2 → Step 3

Step 4 → Step 5 → Step 6

Step 7 → Step 8 → Step 9