



UX Journey Mapping Workbook

Map the experience.
Find the friction.
Design what matters.



A Practical UX Workbook From UX Crumbs

Learn → Map → Find friction → Generate opportunities
→ Prioritize → Take action

- Learn what journey mapping is
- Choose the right journey
- Map actions, thoughts, emotions and touchpoints
- Identify friction and moments that matter
- Turn pain points into opportunities
- Prioritize what to investigate or improve
- Complete a real journey map
- Create an action plan

What Is a User Journey Map?

A journey map shows the experience from the user's perspective.

It helps you understand:

- What does the user do?
- What are they trying to accomplish?
- What are they thinking?
- How are they feeling?
- Where do they struggle?
- Where can we improve?

A simple journey map connects:

USER GOAL → ACTIONS → TOUCHPOINTS → THOUGHTS
→ EMOTIONS → PAIN POINTS → OPPORTUNITIES

Remember: a journey map is not a collection of screens. It represents the user's experience across a journey.

Why Should You Create One?

A journey map helps you see what a screen-by-screen flow can hide.

- **Understand users** — See the experience from their perspective.
- **Find friction** — Identify where users struggle, hesitate or abandon.
- **Align teams** — Create a shared understanding of the experience.
- **Find opportunities** — Identify where design can make a meaningful difference.
- **Prioritize** — Decide which problems deserve attention.

KEY IDEA: Don't just map what the product does. Map what the user is trying to do.

The 8-Step Journey Mapping Framework

01 — DEFINE

Who is the user? What is their goal?
What scenario are we mapping?

02 — STAGE

Break the journey into meaningful stages.

03 — ACTION

What does the user actually do?

04 — TOUCHPOINT

Where does each interaction happen?

05 — THINK & FEEL

What are users thinking and feeling?

06 — FIND FRICTION

Where do they struggle?

07 — FIND OPPORTUNITIES

How might we improve those moments?

08 — PRIORITIZE

What should we investigate or improve first?

FORMULA:

DEFINE → MAP → UNDERSTAND → FIND → PRIORITIZE → ACT

Activity 01: Choose One Journey

Don't try to map the entire customer experience.
Choose one specific scenario.

Examples: Ordering food • Booking a flight • Booking a doctor's appointment • Applying for a job • Returning an online purchase • Opening a bank account • Signing up for an app

WHO is the user?

WHAT are they trying to accomplish?

WHERE does the journey begin?

WHERE does it end?

Complete: When ____, the user wants to _____ so that _____.

Activity 02: Break the Journey Into Stages

Think about what the user is trying to accomplish, not which screen they're visiting.

Example: DISCOVER → COMPARE → CHOOSE → BOOK → PREPARE → TRAVEL

Stage	Your Stage
01	
02	
03	
04	
05	
06	

CHECK: What is the user trying to accomplish at this stage?
If you can't answer, the stage may be too vague.

Activity 03: Map What Users Actually Do

Capture observable behaviour. Observation first; interpretation second.

Stage	What does the user do?
01	
02	
03	
04	
05	
06	

Example: Instead of “User gets confused,” write “User opens the FAQ after failing to understand the pricing.”

Activity 04: Map the Touchpoints

Users may move between website, email, app, customer support, physical locations and other channels.

CHANNEL — Where does the interaction happen?

TOUCHPOINT — What are they interacting with?

PEOPLE — Who else is involved?

DEVICE / ENVIRONMENT — Where and how is this happening?

LOOK FOR: channel switches • repeated information • handoffs
• waiting • offline interactions

Activity 05: What is the User Thinking?

Actions tell you what happened. Thoughts help you understand why.

Examples: “Which option should I choose?” • “Is this the final price?” • “Did my payment go through?” • “Can I change this later?”

Stage	User thought / question
01	
02	
03	
04	
05	
06	

RESEARCH RULE: Use real research evidence when quoting users. Don't invent quotes just to make the map look realistic.

Activity 06: Map the Emotional Journey

- +2 Confident / delighted • +1 Positive • 0 Neutral • -1 Frustrated
- -2 Stuck / anxious

Stage	Emotion	Why
01		
02		
03		
04		
05		
06		

ASK: Where does confidence drop? Where does uncertainty increase? Where does frustration peak? Where does the experience recover?

Activity 07:

Find the Friction

Look for moments where users hesitate, repeat work, get confused, make errors, wait, abandon, ask for help, switch channels, create workarounds or lose confidence.

WHAT HAPPENED?

WHAT WAS THE USER TRYING TO DO?

WHY WAS IT DIFFICULT?

WHAT EVIDENCE DO WE HAVE?

WHAT WAS THE IMPACT?

Activity 08: Find the Moments That Matter

Some moments disproportionately affect trust, confidence, completion, continuation or abandonment.

MOMENT 01 — Why does it matter?

MOMENT 02 — Why does it matter?

MOMENT 03 — Why does it matter?

DESIGNER QUESTION: If we improved only three moments in this journey, which three would matter most?

Don't Jump From Pain Point → Feature

Example:

Pain point: Users don't know the final price until checkout.

Don't immediately decide: “Let's add another pricing component.”

Underlying need: Users need confidence that they understand the total cost before committing.

How might we: “How might we help users understand the total cost earlier in the journey?”

FORMULA: PAIN POINT → NEED → OPPORTUNITY → IDEAS

Activity 09: Pain Point → Opportunity

PAIN POINT

WHAT IS THE USER REALLY TRYING TO DO?

UNDERLYING NEED

HOW MIGHT WE...

POSSIBLE IDEA 01

POSSIBLE IDEA 02

POSSIBLE IDEA 03

Don't design the solution too early. Understand the problem before choosing the feature.

Activity 10: Prioritize the Opportunities

Rate each opportunity on User Impact, Frequency, Evidence Confidence and Effort.

Opportunity	Impact	Frequency	Confidence	Effort
01				
02				
03				
04				
05				

Guideline: High impact + strong evidence + manageable effort is worth investigating. This is a decision aid, not a mathematical truth; context matters.

Activity 10: Prioritize the Opportunities

Rate each opportunity on User Impact, Frequency, Evidence Confidence and Effort.

	Stage 01	Stage 02	Stage 03	Stage 04	Stage 05
User Goal					
Actions					
Touchpoints					
Thoughts					
Emotions					
Pain Points					
Evidence					
Opportunities					

The biggest friction happens at:

The biggest opportunity is:

Journey Mapping Cheat Sheet

Start With

WHO? - Who is experiencing this?

WHY? - What are they trying to accomplish?

WHEN? - What situation are they in?

Then Map

DO — What are they doing?

TOUCH — Where does it happen?

THINK — What questions do they have?

FEEL — How does the experience feel?

Then Find

FRICTION — Where does it become difficult?

MOMENTS THAT MATTER — Where does the experience change significantly?

OPPORTUNITIES — Where could we make it better?

Finally

PRIORITIZE — What matters most?

ACT — What should we investigate or test next?

60-SECOND FORMULA: USER → GOAL → STAGES → ACTIONS
→ FRICTION → WHY → OPPORTUNITY → NEXT

Common Journey Mapping Mistakes

✗ Mapping screens instead of experiences

Fix: Map what the user is trying to accomplish.

✗ Mapping assumptions as facts

Fix: Separate evidence from assumptions.

✗ Inventing user quotes

Fix: Use real research evidence or clearly label assumptions.

✗ Only mapping the digital product

Fix: Include support, email, phone, physical locations and other relevant touchpoints.

✗ Turning every pain point into a feature

Fix: Identify the underlying need first.

✗ Stopping after creating the map

Fix: Turn insights into opportunities and next actions.

Final Action Plan

MY 3 BIGGEST INSIGHTS — 01

MY 3 BIGGEST INSIGHTS — 02

MY 3 BIGGEST INSIGHTS — 03

THE BIGGEST USER NEED

THE BIGGEST FRICTION

THE OPPORTUNITY

WHAT SHOULD WE LEARN NEXT?

WHAT SHOULD WE TEST?

WHAT SHOULD WE IMPROVE?

WHO NEEDS TO BE INVOLVED?

MY NEXT ACTION

Bonus Activity: Map a Real Experience in 15 Minutes

You don't need a client project.
Pick something you used today.

- Ordered food
- Booked transport
- Bought something online
- Used a banking app
- Booked an appointment
- Applied for something
- Checked into a service
- Other: _____

Now map: 5 stages → 5 actions → 3 friction points → 3 user questions → 3 emotional highs/lows → 3 opportunities

What would you improve first — and why?

Reflection

The biggest friction I discovered was:

I originally assumed:

But the evidence suggests:

The most important user need is:

The opportunity I'm most interested in is:

The next thing I need to learn is:

The first thing I will test is:

The UX Crumbs Journey Mapping Framework

1. DEFINE

Who + Scenario + Goal

2. MAP

Stages + Actions + Touchpoints

3. UNDERSTAND

Thoughts + Emotions + Context

4. FIND

Friction + Moments That Matter

5. REFRAME

Needs + Opportunities

6. PRIORITIZE

Impact + Frequency + Confidence + Effort

7. ACT

Research + Test + Improve

MAP → UNDERSTAND → FIND → PRIORITIZE → ACT

DON'T JUST MAP THE JOURNEY.

Use it to make better decisions.

A beautiful journey map doesn't improve UX. The outcome is understanding where users struggle, why they struggle, and what you should improve next.

MAP THE EXPERIENCE.
FIND THE FRICTION.
DESIGN WHAT MATTERS.

UX CRUMBS

Learn UX. Practice UX. Grow one Crumb at a time.

FREE RESOURCE WEDNESDAY

Save it. Use it. Share it.