


## Persona Name

persona description, title, age.

 Journey goal



**Journey Step**



**Feeling**



**Thought**

*"user thought"*

*"user thought"*

*"user thought"*

*"user thought"*



**Internal ownership**

*What measures should be taken in this step from the service side?*

• service action here....

• service action here....

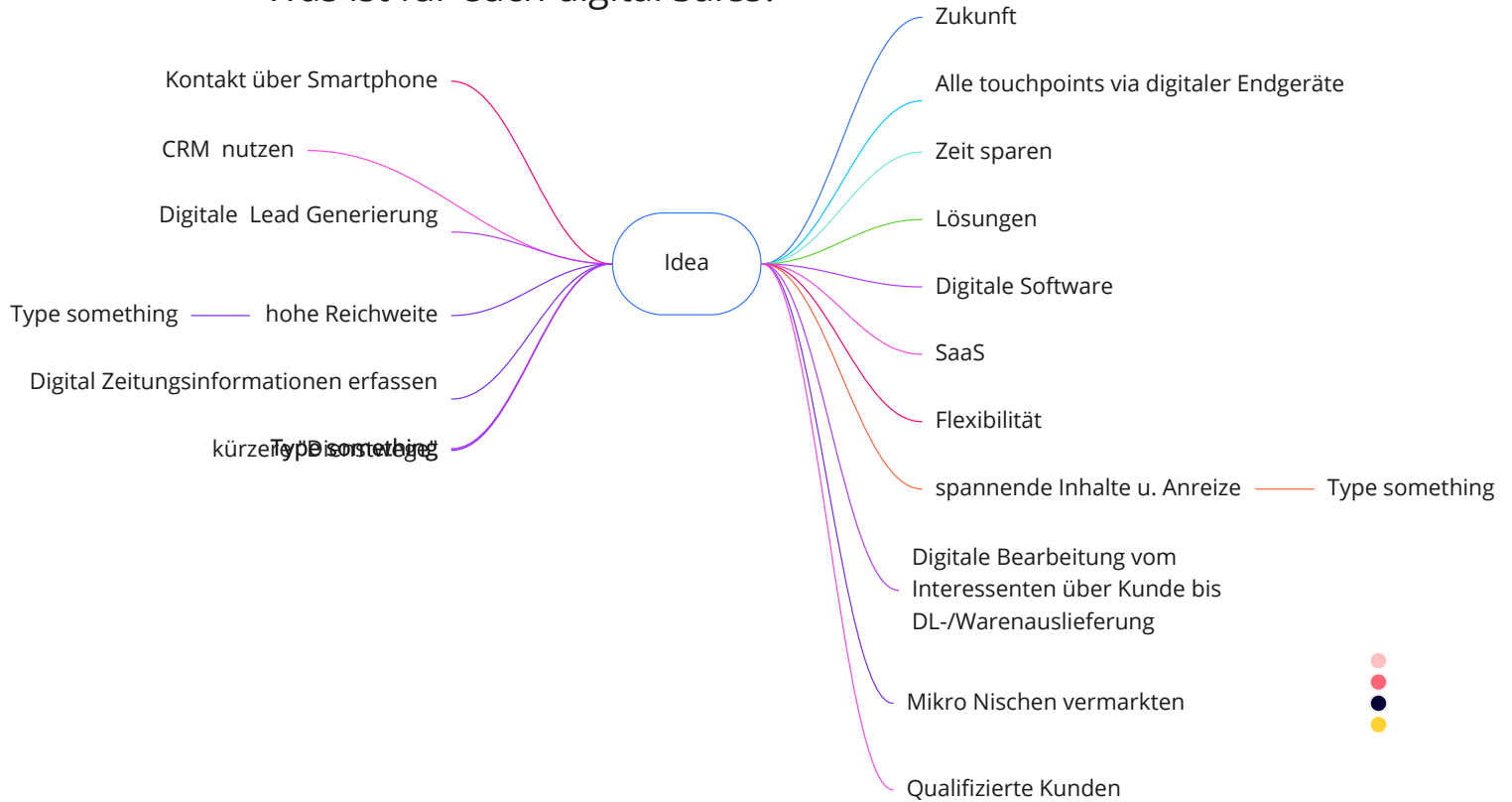
• service action here....

• service action here....

Simply drag and drop the emotion that matches the step you're on.



# Was ist für euch digital Sales?



# Journey

