1F USER JOURNEY OBSERVATION

STEPS		BEFOREHAND *Notice, understand, be triggered.*	USING THE SERVICE *Decide to use, first use, further use, help with problems.*	AFTER USE *Building relationships, stimulating re-use, end of use.*
USERS	**NEED** *What does the user want?*			
	ACTIVITIES *What does the user do?*			
SERVICE PROVISION	**TOUCH POINT** *How does the user come in contact with the service?*			
	ANSWERS *How are the demands of the user answered? (What does the employee do? Etc.)*			

LEGEND

Describe the needs and actions of users and service providers and their points of contact before, during and after receiving services