

**What to do:** You are trying to find out someone's experience of using/interacting with your product or service. One person is the interviewer asking the questions and one person is the interviewee answering the questions. Use the table below to record all the key information you need to find out about a person's journey from start to finish.

<b>Phase of Journey</b>				
<b>Actions</b>  What are they trying to do?  What do they do?				
<b>Touch points</b>  What/Where/Who do they interact with?				
<b>Thoughts &amp; Feelings</b>  What do they think?  How do they feel?				