

# User journey:

	What triggers the user need?	When is the user need served?
<b>Stages</b> What are the stages a user goes through throughout their journey, use verbs, eg gathering information, or deciding what to do.		
<b>Activities</b> Detail what happens within each stage. What is the user doing? How are they interacting with with service? What else are they doing to help them complete their journey?		
<b>Needs</b> What does the user need from us at this point in their journey? What are their informational needs? Physical needs? Emotional needs?		
<b>Emotional levels</b>	:) :(	
<b>Online touchpoints</b> What is the user coming into contact with online? Not just LA provided.		
<b>Offline touchpoints</b> What is the user coming into contact with offline? Call centres, letters, forms, LA offices, people...		
<b>Who's delivering this bit</b> Who is responsible for dealing with this part of the user journey? Teams in the LA, 3rd parties...		
<b>Processes</b> What's happening behind the scenes to deliver this bit of the service to the user?		
<b>Pain points</b> What is causing issues for the user? Where is the user journey disrupted? What bits of the service are failing?		
<b>Questions</b> What do we not know? What do we want to find out more about? What are we confused by?		