NAME . . . .   **ROLE** . . . .

MY PURPOSE

The key purpose of my role is...

MY PREFERENCES

Consider preferences for:

- **Communication**
- **Engagement**
- **Technology**
- **Learning**
- **Data**
- **Motivations**

MY PAIN POINTS

I need................so I can.................

Challenges

Frustrations

AGILE CHANGE
LEADERSHIP INSTITUTE

CHANGE IMPACTS CURRENT STATE
JOURNEY MAP VIEW

	BEFORE	DURING	AFTER
WHAT ARE THEY DOING?	Ask your users: What are you DOING now? How might you explain it to others?		
WHAT ARE THEY THINKING?	Ask your users: What are you THINKING at this time during the process or the experience?		
WHAT ARE THEY FEELING?	Ask your users: How do you FEEL at this time during the process or the experience? Is it a positive or negative emotion? How does it make you feel?		
EXPERIENCE	Use this row if impacted users interact with other people, e.g. other teams or business units. Ask your users: What does this interaction look like? Describe it. Collaborative? Challenging? Pain points?		
WHAT COULD CHANGE?	Consider what has been recorded in the DOING, THINKING and FEELING rows. What are the OPPORTUNITIES to improve the user experience?		

CHANGE IMPACTS FUTURE STATE
JOURNEY MAP VIEW

	BEFORE	DURING	AFTER
WHAT ARE THEY DOING?	What will your impacted users be DOING in the future state? Ask your users: Imagine yourself in the future state – What are you **doing**? How do you explain it to others?		
WHAT ARE THEY THINKING?	Ask your users: Imagine yourself in this future state - What are your **thoughts** about what you are doing, the process, the experience?		
WHAT ARE THEY FEELING?	Ask your users: Visualise yourself in this future state – How are you **feeling** about what you are doing, the process, the experience? Is it a positive or negative emotion? How does it make you feel?		
EXPERIENCE	Use this row if impacted users will interact with other people, e.g. other teams or business units. Ask users: In the future state, what is the interaction experience like? Collaborative? Challenging? Any expected PAIN POINTS?		
WHAT COULD CHANGE?	Consider what has been recorded in the DOING, THINKING and FEELING rows. What are the OPPORTUNITIES to improve the user experience?		