PERSONA / NAME Who was involved in this experience?			**JOURNEY GOAL** What was the ultimate purpose of this experience?			
STAGES What key stages was the experience made up of?						
DOING Activities. What did you do at each stage? What response did you get? *(either a bulleted list of what happened or a simple process flow)*						
THINKING What did you need or want at each stage? What were your expectations?						
FEELING How did you feel? Did it meet, exceed, or fail your expectations? *(either a bulleted list of what worked and what didn't, or plot points above/below the line)*	**positive**					
	negative					
OPPORTUNITIES What ways could this have been better? What would have delighted you?						