



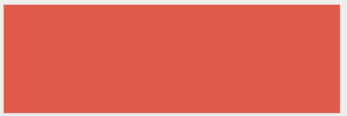
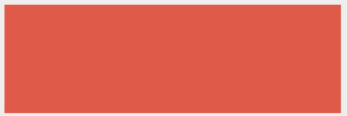
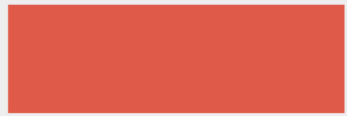
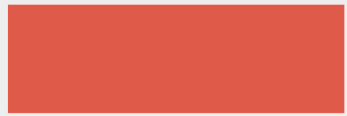




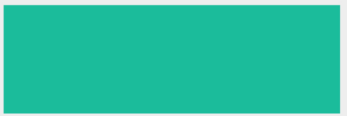
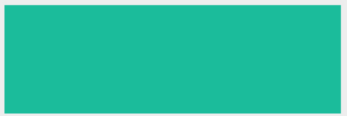
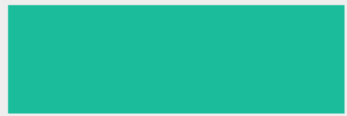
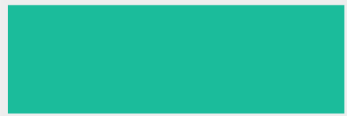








Who are you Stealing From?

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Job to be Done				
Struggling Moment				
The Outcome				
The Switch				
The 1 Thing				

Optional

Journey Mapping Exercise

GROWTH-DRIVEN DESIGN						
 PERSONA		 PRODUCT		• Research, NPS, Stats	• Questions that still need to be researched	(LEGEND)
STEPS:	AWARENESS		CONSIDERATION		DECISION	DELIGHT
	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
POSITIVE						
NEGATIVE						
	OPPORTUNITIES / IDEAS / RECOMMENDATIONS					

Within the UX & GDD methodologies, some appreciate the creation of a journey map for their users.

We're not a fan of this activity, as it seems redundant to the buyer journey slide above. We do not include this exercise in our workshops, but if you want to explore it on your own, you can download the template, as well as training on the activity.

- [Template](#)
- Training is in Section 2.5 of the [Growth Driven Design Certification](#).