

User experience

What actions are being done by the user?

Track the users' thoughts and emotions at each step

Frontstage actions

What actions are directly occurring in front of the user?

Are they human-to-human or human-to-computer?

Tools & technology

Does the user utilize a specific tool or technology at any step of this service?

If yes, where, and which one(s)?

Backstage actions

What actions are occurring behind the scenes?

Issues

Are there any additional issues that occur during at step of the service?

Please track them here.

Line of interaction

Line of visibility

Line of internal interaction