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| *Map elements* | *Description and notes* |  |
| *Journey maker* | *Who is creating this journey map e.g. librarian, teacher, student?* |  |
| *Goal/Task* | *What is the main reason for your visit to the library? The Inquirer, The Reader, The Explorer* |  |
| *Touch points (can involve physical or virtual spaces)* | *What are the main interaction points along your journey from start to finish? These form the signposts of your journey map* *What do library users need from each touch point?**How do users transition from one interaction point to the next?* |  |
| *See* | *What do you see during your visit, what stands out?*  |  |
| *Say and Do* | *What are you talking about and doing at each point of your journey?* |  |
| *Think and Feel* | *What does your journey make you think and feel?* |  |
| *Highlights – enablers to success* | *What are the positives and why?* |  |
| *Lowlights – barriers to success* | *What isn’t working for you and how can it be improved?* |  |