Journey Mapping  
OBSERVER DEBRIEF MEETING[Date]

Attending:

Company Observers:

Other Company Attendees:

**Notes on the Journey Debrief**

**Key Takeaways – [OBSERVER#1]**

Theme

* example

Theme

* example

**Key Takeaways – [OBSERVER#2]**

Theme

* example

Theme

* example

**Key Takeaways – [OBSERVER#3]**

Theme

* example

Theme

* example

**CX team/interviewer high-level notes on the Journey**

1. **Theme**
   * Examples and notes

Final Thoughts: