Journey mapping

Fundamentals

A journey map shows the way people experience their lives. Making the map is a form of data synthesis and interpretation.

Experience	**Emotional Insight**	**Narrative, Stories & Value**
The things and pressures on people that define and shape their interactions	Finding meaning in data by looking at it from the perspective of people	Stories of how a person can achieve their goals, and the value they get from an experience

Empathy

Journey mapping

A journey map is a visualization of actions, emotions, and decisions over time, showing opportunities for improvements.

In creating a journey map, our goals are:

- To immerse ourselves in research data in order to build empathy and understanding

- To create a tangible representation of behavior

- To identify opportunities for improvements based on new, removed, or revised touchpoints

- To develop a shared model and language of behavior that can be used as a communication tool
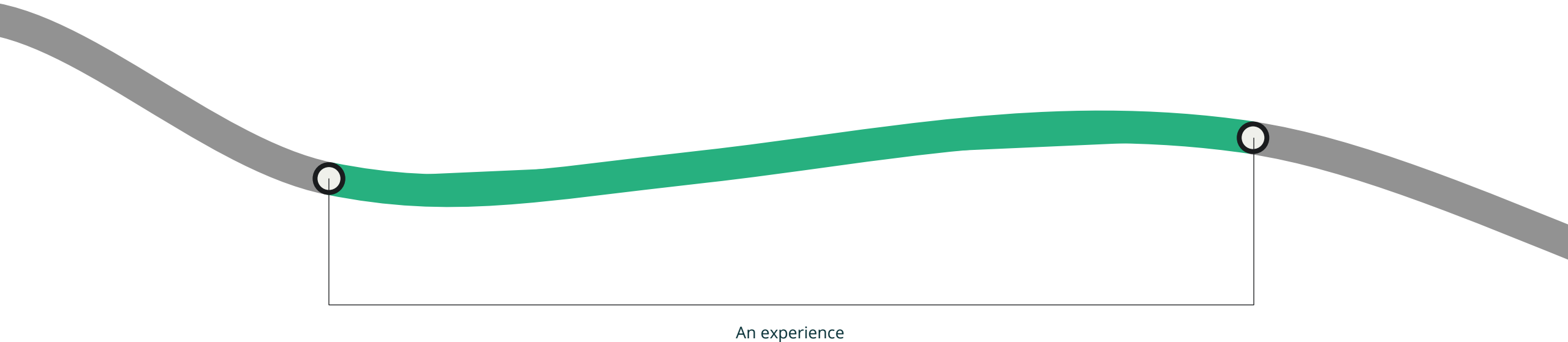
Journey mapping

A journey map is a sensemaking tool for the team. *Making it* is more important than *using it.*

Creating a journey map forces us to:

- Visually synthesize complexity, so that we form a meaningful relationship with the experiential data

- Produce an artifact together, so the team has an anchor for discussion

- Highlight areas where we can design new interactions to improve the service experience

Journey mapping

A touchpoint is something that a person encounters on the way to achieving a goal or having <u>an experience</u>.

An experience

Narrative

Journey mapping

Touchpoints are items, actions and interactions that have been designed to be intentional stops along a path.
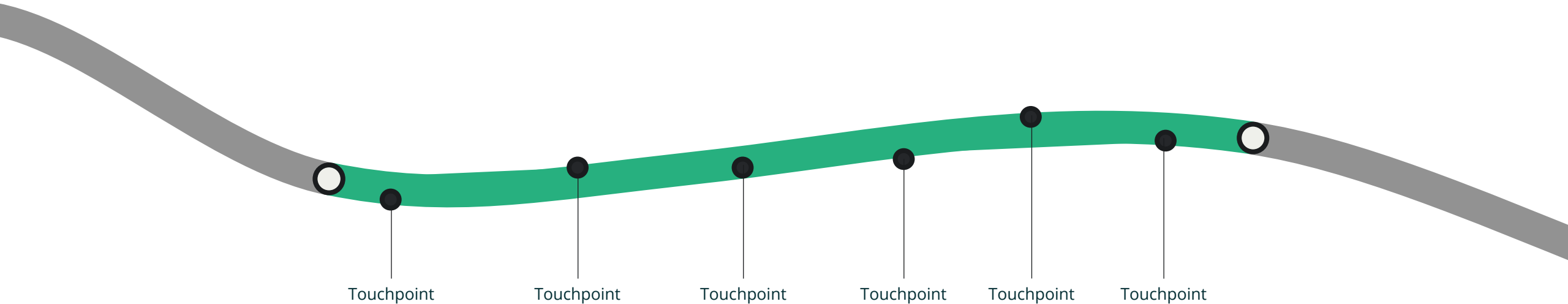
Touchpoint   Touchpoint   Touchpoint   Touchpoint   Touchpoint   Touchpoint

Journey mapping

An experience is made up of interactions with people.

Salespeople

Front-line
service workers

Call center
representatives

Other customers

Narrative

Journey mapping

An experience is made up of interactions with systems.

Billing

Shipping &
Receiving

Purchasing

Returns

Data Processing

Journey mapping

An experience is made up of interactions with interfaces.
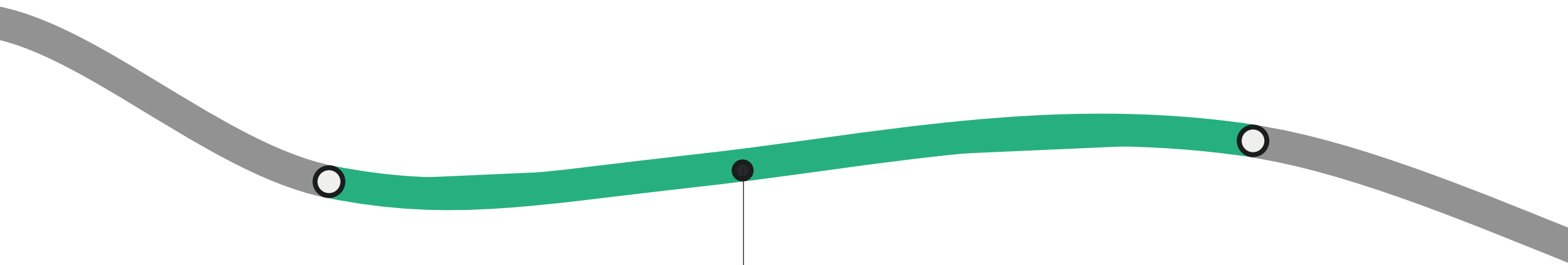
Knobs

Buttons

Keys

Trackpads

Scrollbars

Journey mapping

An experience is made up of interactions with policies.

Privacy & Data
Sharing

Copyright

Hours of
Operation

Rules
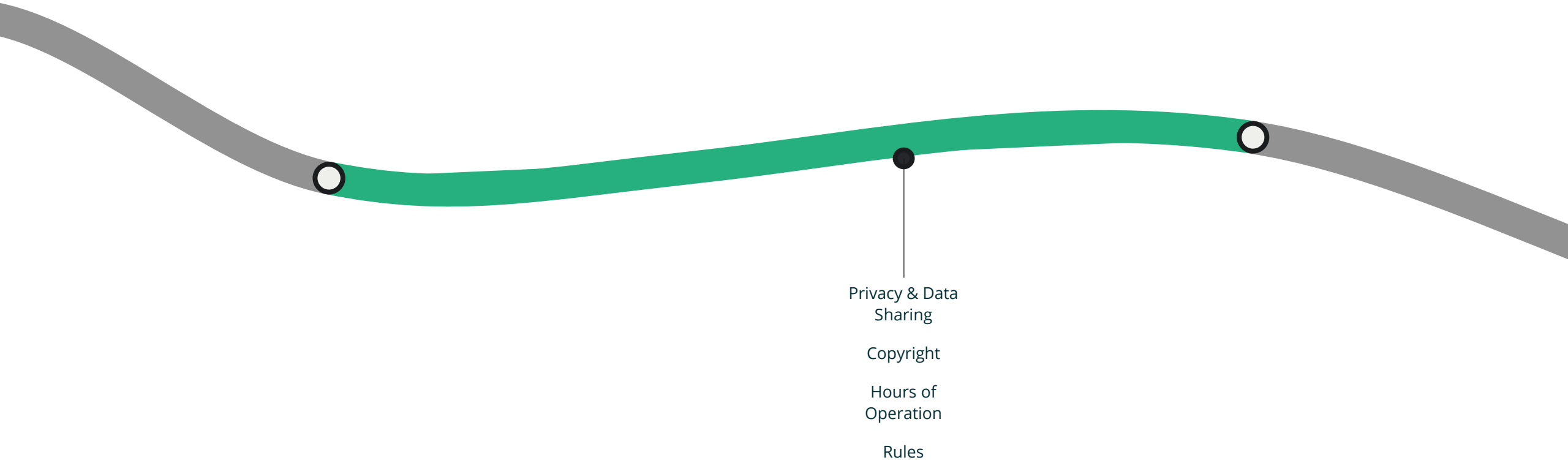
Journey mapping

An experience is made up of interactions with artifacts.

Consumables

Furniture

Clothing

Devices

Journey mapping

An experience is made up of interactions with places.

Home

Work

Vehicles

Stores

Journey mapping

These interactions often take place simultaneously.
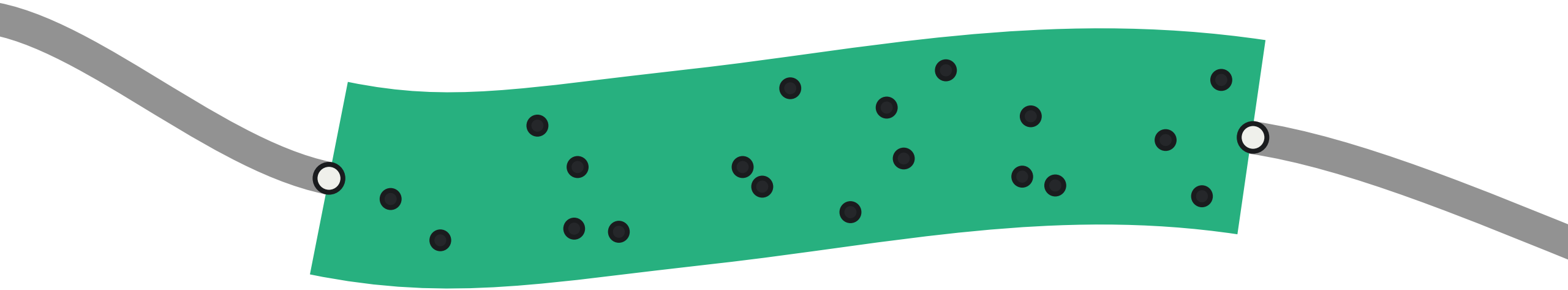
Journey mapping

A journey map isolates and flattens an experience, so it can be analyzed and improved.

Narrative

Journey mapping

We can "unpack" an experience into its discrete parts, to make it easier to make sense of.

People

Systems

Interfaces

Policies

Artifacts

Places

Journey mapping

How to make a journey map:

A journey map can be created by following the following steps:

1. Identify the top-line user goal

2. List the tasks, situations, and events

3. Stub out the journey timeline

4. Layer in touchpoint swimlanes

5. Layer in touchpoint modules

6. Identify key decision points

7. Sketch the emotional journey line

8. Highlight frustrations and disconnects

Journey mapping

1. Identify the top-line user goal.

A goal is the outcome a user or customer is trying to achieve:

- Goals may be understated or unstated, and people may not be able to articulate their goals at all

- Goals rarely change even when technology changes

- Goals may be utilitarian ("I want to pay my taxes") or emotional ("I want to have a good time at the amusement park")

- Goals may be realistic ("I want to buy this product online") or aspirational ("I want to be a famous singer")

- A realistic goal is not made up, or used to focus on a single feature. Goals are based on an intimate understanding of real people who are attempting to accomplish a specific outcome

Narrative

Journey mapping

1. Identify the top-line user goal.

The goal is to register for classes.

Journey mapping

2. List the tasks, situations, and events.

Tasks and situations are time-based events that occur on the way to achieving a goal.

- A person will often do many tasks on the way to achieving one goal (some of which they are unaware of)

- A task is often technology dependent and will change when new technological advancements are introduced into an experience

- A task is based on what you observed in research or know to be required to complete an action (note: there is a difference between what does happen and what is supposed to happen)

- Tasks are supported by artifacts

- Sometimes, tasks are initiated by the user; other times, they are initiated by the company, employees, or even by technology itself

Narrative

Journey mapping

2. List the tasks, situations, and events.

The goal is to register for classes. To do that, a student must:

- Gather documents
- Identify requirements
- Research professors and classes
- Identify availability
- Identify costs
- Build a plan
- Register
- Pay tuition
- Attend class
- Add/Drop as necessary

Narrative

Journey mapping

3. Stub out the journey timeline.

Now, sketch the journey timeline by approximating how long each task takes. Tasks may overlap, combine, or disappear as you reflect more on how the user will achieve their goal.

| Gather documents | Identify requirements | Research professors & classes | Identify costs & availability | Build plan | Register | Pay | Attend class | Add or Drop |

Narrative

Journey mapping

4. Add in the touchpoints, as swimlanes.

Outline rows for the different touchpoints that shape the user's interactions and experience.

Gather documents | Identify requirements | Research professors & classes | Identify costs & availability | Build plan | Register | Pay | Attend class | Add or Drop

People

Systems

Interfaces

Policies

Artifacts

Places

Journey mapping

5. Layer in the touchpoint details: the "modules" of interaction.

Begin to add the designed elements that a user encounters.

Gather documents	Identify requirements	Research professors & classes	Identify costs & availability	Build plan	Register	Pay	Attend class	Add or Drop

People   **Who is involved in gathering documents necessary to register for classes?**

Systems

Interfaces

Policies

Artifacts

Places

Journey mapping

5. Layer in the touchpoint details: the "modules" of interaction.

Begin to add the designed elements that a user encounters.

	Gather documents	Identify requirements	Research professors & classes	Identify costs & availability	Build plan	Register	Pay	Attend class	Add or Drop
People	Friends / Academic Advisor	Who is involved in gathering documents necessary to register for classes?							
Systems									
Interfaces									
Policies									
Artifacts									
Places									

Journey mapping

5. Layer in the touchpoint details: the "modules" of interaction.

Begin to add the designed elements that a user encounters.

Gather documents	Identify requirements	Research professors & classes	Identify costs & availability	Build plan	Register	Pay	Attend class	Add or Drop

People

Friends | Academic Advisor

Systems

What systems are involved in gathering documents necessary to register for classes?

Interfaces

Policies

Artifacts

Places

Journey mapping

5. Layer in the touchpoint details: the "modules" of interaction.

Begin to add the designed elements that a user encounters.

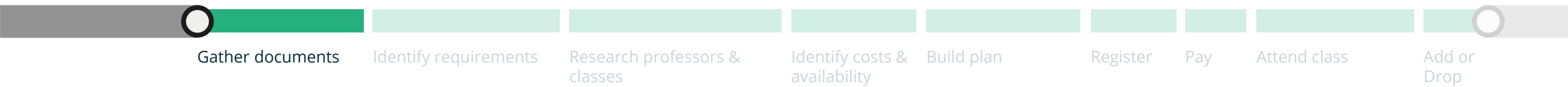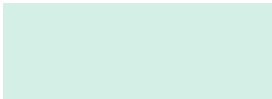|	Gather documents	Identify requirements	Research professors & classes	Identify costs & availability	Build plan	Register	Pay	Attend class	Add or Drop
People	Friends, Academic Advisor								
Systems	Email	**What systems are involved in gathering documents necessary to register for classes?**							
Interfaces									
Policies									
Artifacts									
Places									

Journey mapping

5. Layer in the touchpoint details: the "modules" of interaction.

Begin to add the designed elements that a user encounters.

	Gather documents	Identify requirements	Research professors & classes	Identify costs & availability	Build plan	Register	Pay	Attend class	Add or Drop
People	Friends, Academic Advisor								
Systems	Email								
Interfaces	Course Catalog								
Policies									
Artifacts	Course Catalog								
Places	Dorm Room								

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Narrative Workshop Series
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Narrative

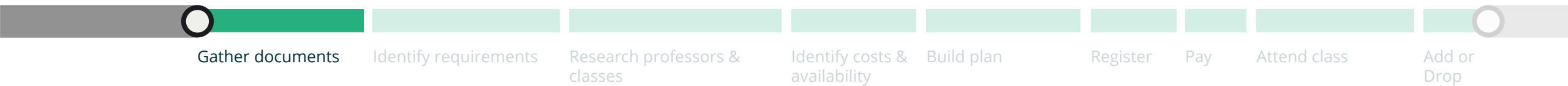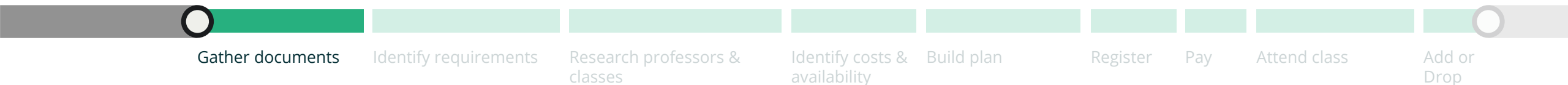## Journey mapping

5. Layer in the touchpoint details: the "modules" of interaction.

Begin to add the designed elements that a user encounters.

	Gather documents	Identify requirements	Research professors & classes	Identify costs & availability	Build plan	Register	Pay	Attend class	Add or Drop
People	Friends, Academic Advisor		Friends, Academic Advisor					Professor	
Systems	Email			Online Registration		Registration Processed	Tuition Processed		
Interfaces	Course Catalog	Course Plan	Rate My Professor	Online Registration, Tuition Calculator		Online Registration			
Policies		Course sequencing and prerequisites		Class size limits, Costs per credit			Payment options	Attendance rules	Deadlines
Artifacts	Course Catalog	Advisor Worksheet			Paper				
Places	Dorm Room							Classroom	

Journey mapping

6. Identify key decision points.

Decisions (making an assessment of a situation, and deciding to do one thing vs another) shape how someone feels when interacting with a service. There are key decision points all the way through a journey.

- A decision has repercussions and typically, a decision is followed by an emotional shift (positive or negative)

- Decisions are not always made logically. Often, decisions are dramatically colored by emotion.

Add the decision points to the journey map.

Journey mapping

Questions: **What professors should I take?** · **What time should I attend classes?** · **Should I stick with these courses?**

	Gather documents	Identify requirements	Research professors & classes	Identify costs & availability	Build plan	Register	Pay	Attend class	Add or Drop
People	Friends, Academic Advisor		Friends, Academic Advisor					Professor	
Systems	Email			Online Registration		Registration Processed	Tuition Processed		
Interfaces	Course Catalog	Course Plan	Rate My Professor	Online Registration, Tuition Calculator		Online Registration			
Policies		Course sequencing and prerequisites		Class size limits, Costs per credit			Payment options	Attendance rules	Deadlines
Artifacts	Course Catalog	Advisor Worksheet			Paper				
Places	Dorm Room							Classroom	

Journey mapping

7. Sketch the emotional journey line.

Perhaps the most important part of a service is the emotional journey—the way someone feels as they go through the service experience. Emotions are driven by interactions, and can shift (both positively and negatively) quickly.

The journey map highlights emotions, and contextualizes them with the touchpoint modules. This way, we can see which modules are impacting emotions.

Map the emotional journey line in the context of the journey map, and call out key emotional inflection points (using member quotes if possible).

Journey mapping

What professors should I take?

What time should I attend classes?

Should I stick with these courses?

	Gather documents	Identify requirements	Research professors & classes	Identify costs & availability	Build plan	Register	Pay	Attend class	Add or Drop
People	Friends / Academic Advisor		Friends / Academic Advisor					Professor	
Systems	Email			Online Registration		Registration Processed	Tuition Processed		
Interfaces	Course Catalog	Course Plan	Rate My Professor	Online Registration / Tuition Calculator		Online Registration			
Policies		Course sequencing and prerequisites		Class size limits / Costs per credit		Payment options		Attendance rules	Deadlines
Artifacts	Course Catalog	Advisor Worksheet			Paper				
Places	Dorm Room							...sroom	

Can I afford this?

Can I afford this?

Do I want to stick with this class?

Have I fulfilled the requirements?

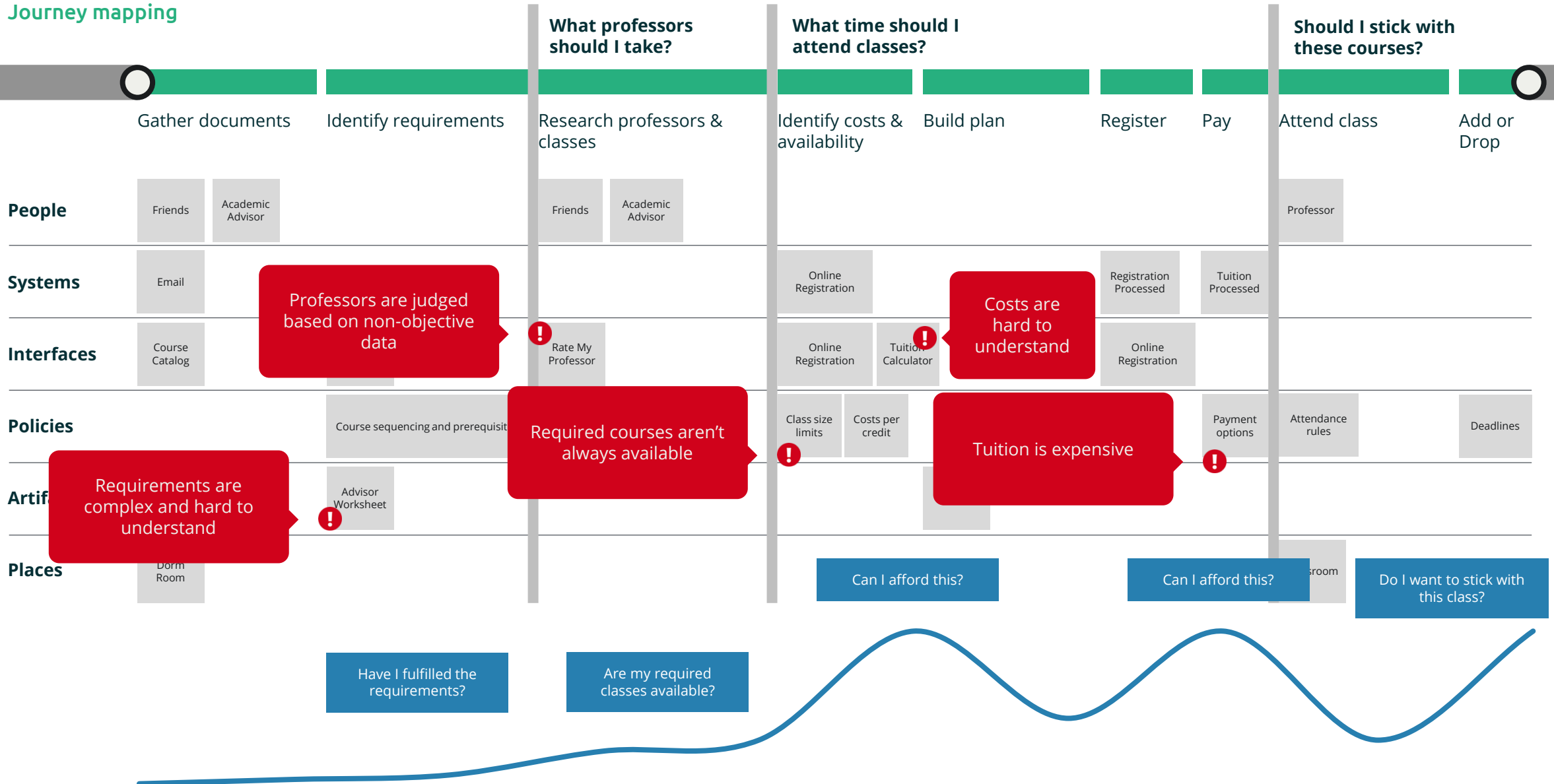Are my required classes available?

Journey mapping

8. Highlight frustrations, disconnects, and ideas.

Now that the journey map is established, you can use the map to identify problems. These problems typically include:

- When expectations are not met

- When there is confusion about where to go, who to engage with, or what to do

- When something doesn't work right

- When someone makes an error

Journey mapping

What professors should I take?

What time should I attend classes?

Should I stick with these courses?

	Gather documents	Identify requirements	Research professors & classes	Identify costs & availability	Build plan	Register	Pay	Attend class	Add or Drop

People
- Friends
- Academic Advisor
- Friends
- Academic Advisor
- Professor

Systems
- Email
- Online Registration
- Registration Processed
- Tuition Processed

Interfaces
- Course Catalog
- Rate My Professor
- Online Registration
- Tuition Calculator
- Online Registration

Policies
- Course sequencing and prerequisites
- Class size limits
- Costs per credit
- Payment options
- Attendance rules
- Deadlines

Artifacts
- Advisor Worksheet
- Dorm Room
- Classroom

Places
- Dorm Room

Red callouts:
- Professors are judged based on non-objective data
- Costs are hard to understand
- Required courses aren't always available
- Tuition is expensive
- Requirements are complex and hard to understand

Blue callouts:
- Can I afford this?
- Can I afford this?
- Do I want to stick with this class?
- Have I fulfilled the requirements?
- Are my required classes available?

Journey mapping

Why build a journey map?

By creating a journey map, we:

- Synthesize complexity, so that we form a meaningful relationship with the experiential data

- Produce a visualization that can be shared throughout the team, and can serve as an anchor for discussion

- Highlight areas where we can design new interactions to improve the service experience

Summary

A journey map emphasizes the relationship between touchpoints in an experience.

Experience	**Emotional Insight**	**Narrative, Stories & Value**
The things and pressures on people that define and shape their interactions	Finding meaning in data by looking at it from the perspective of people	Stories of how a person can achieve their goals, and the value they get from an experience

Empathy

Narrative

Thank you!

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