

User Journey Mapping

TOOL: Ideate Phase

What is a Journey Map?

- The journey map is a tool to visualize and contextualize a customer's experience **over time**.
- Journey maps dive into a specific user group's experience at a specified scale, a single journey does not show the full complexity of the service.

When is it used?

- Once you've conducted user interviews.
- Setting up for the IDEATE phase.
- When you need to add more constraints.

How is it used?

- **Key components**
 - **Defined Scope [WHO + WHAT]:**
 - Who is the main actor that you wish to follow? Use what you learned in the Empathy phase to build the journey around their perspective.
 - What part of the user's experience timeline do you want to focus on?
 - Are you visualizing a current or future state?
 - **Stages [TIME]:** the key phases of the main actor's experience; these can vary but typically follow a decision-making process.
 - Awareness – problem recognition. Users identify a problem or need.
 - Consideration – information search. Users explore what products/services exist that can help address their need.
 - Decision – evaluation of alternatives. Users decide whether to use a given product/service.
 - Post-Experience - after the decision to use the product/service, including *while* the service is being used. Users evaluate their experience with the product/service and how well it meets their need.
 - **Touchpoints:** every contact point between a user and a service provider.
 - **The User's Experience:**
 - Actions - what do users do at certain stages to address their needs?
 - Motivations - what are the users' goals at different stages?
 - Questions - what questions do users ask? What information supports their journey?
 - Pain Points - what challenges do users face in achieving their goals?
 - **Feelings:** Map out the emotions that users expressed across their journey. How do emotions impact their decision-making?

- **Inputs**
 - Qualitative data from user interviews, observation, ethnography, etc.
 - Quantitative data from surveys or relevant process metrics.
 - Assumptions from your direct experience (**make sure to distinguish these from research-based inputs*).
- **Outputs**
 - A visualization of user experience over time that helps us to identify gaps and opportunities for which we can go on to ideate and prototype solutions.

Modifying your User Journey

- You can layer on or remove different **lanes** (rows) to provide varying levels of complexity. Examples of lanes include: *channels, storyboards, internal processes, emotional journeys, etc.*
- Depending on the type of research you conduct, you can add in additional sources of data to corroborate your qualitative insights and your personal experience.