

Journey Maps

Goals for today:

- To get a high level understanding of what a journey map is and why we use it
- To understand when to create a **user flow** or a **journey map**
- To begin translating our user flows into journey maps

The TL;dr:

Most Important Things to Remember

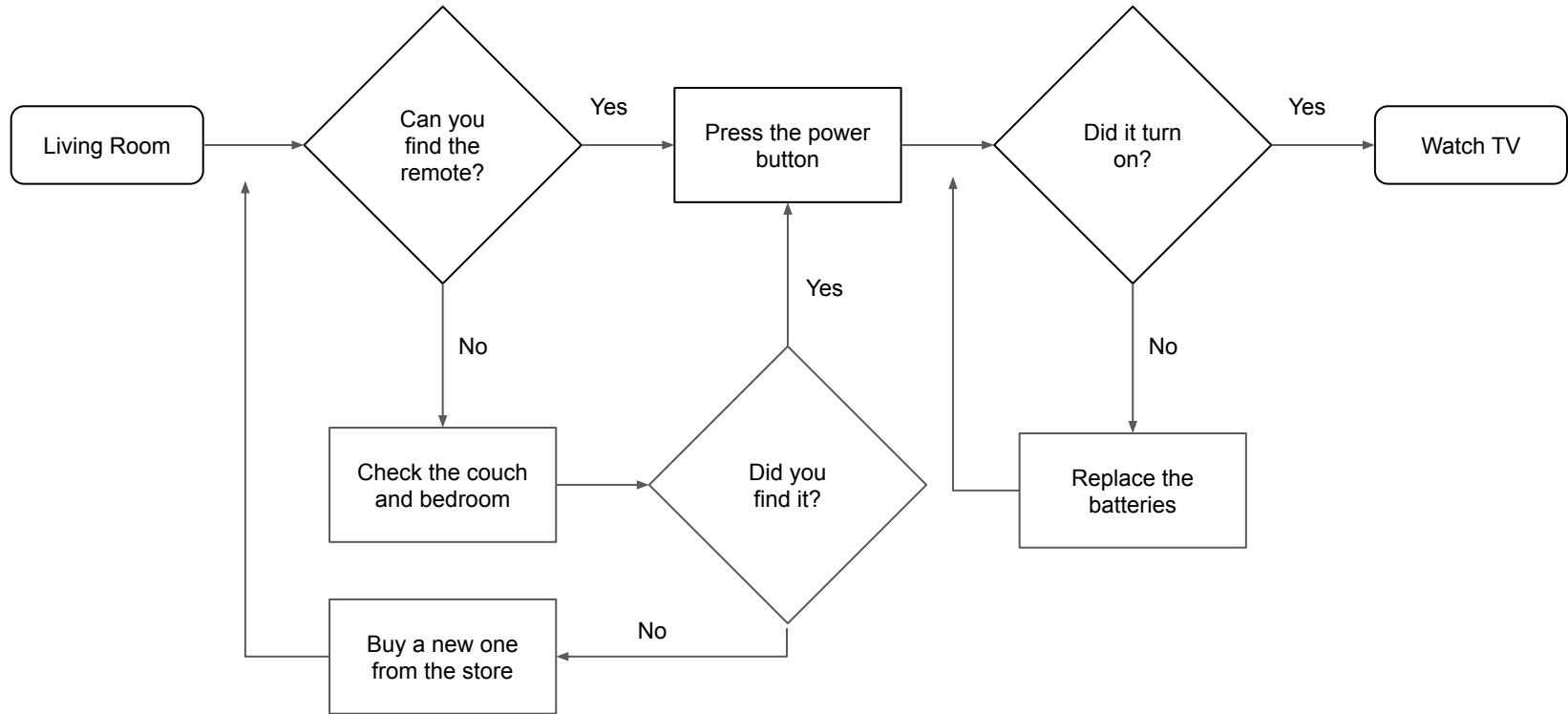
1. These tools help your team **visualize** what is going on with your product or service.
2. **User flows** are focused on **tasks within** a product or service.
3. **Journey Maps** are focused on capturing **customer experience** across touch points.

User Flows

User Flows: Most Important Things to Remember

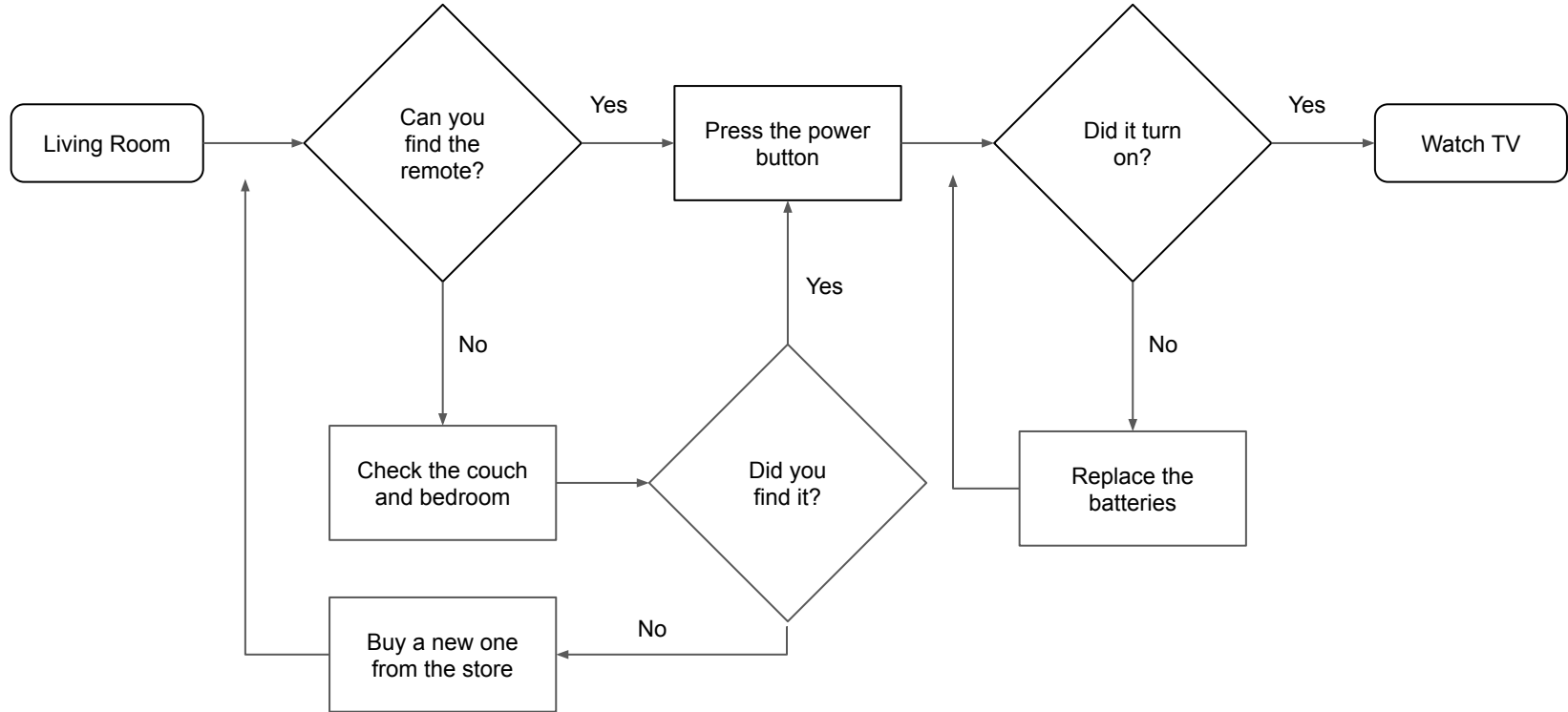
1. Determine the task you want to visualize.
2. Determine the start and end points of the task.
3. Determine key decision points.
4. Decision points are always binary (yes/no).
5. Determine what happens after each decision point within the start and end point of the task.
6. Layout the process in a way that is easy to follow.

User Flow: Turning on the TV



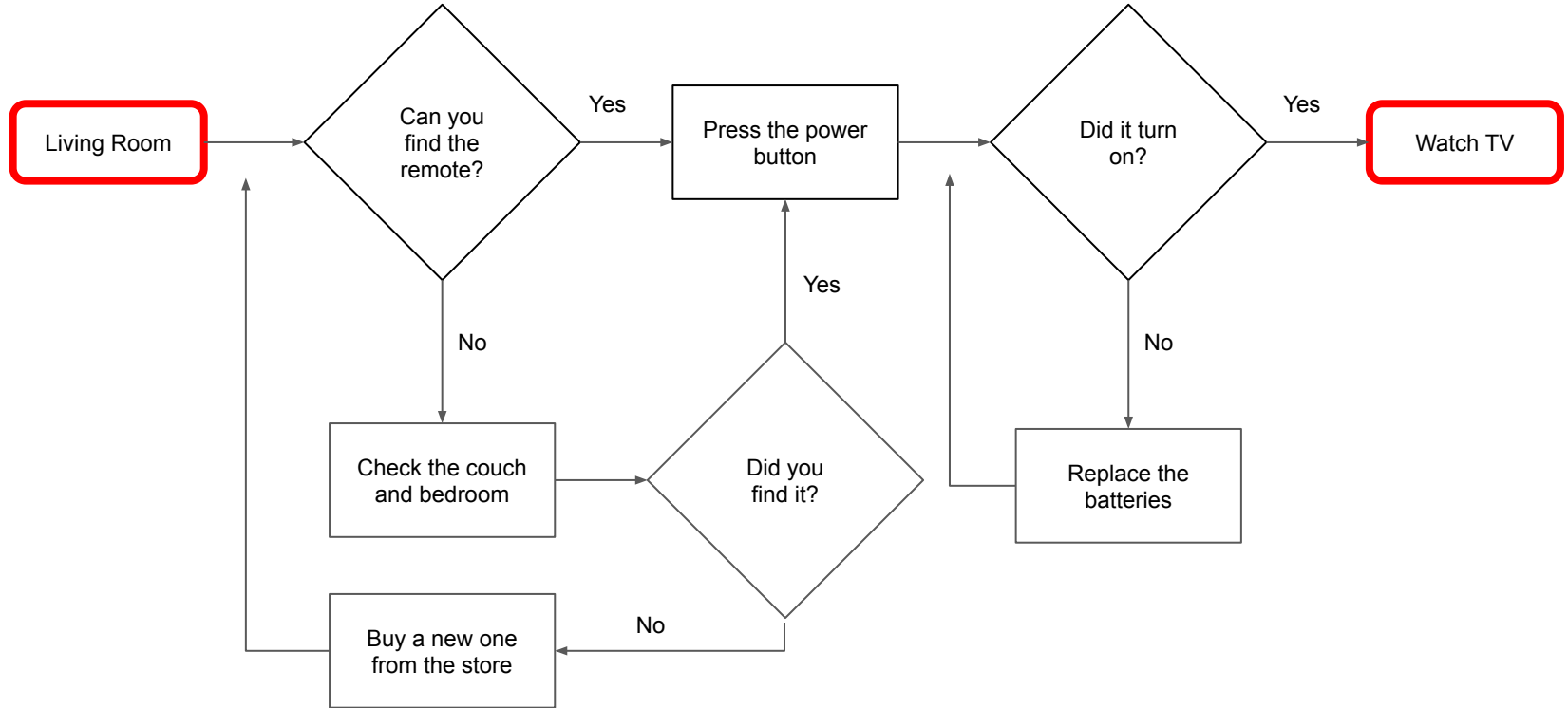
User Flow: Turning on the TV

1. Determine the task you want to visualize.



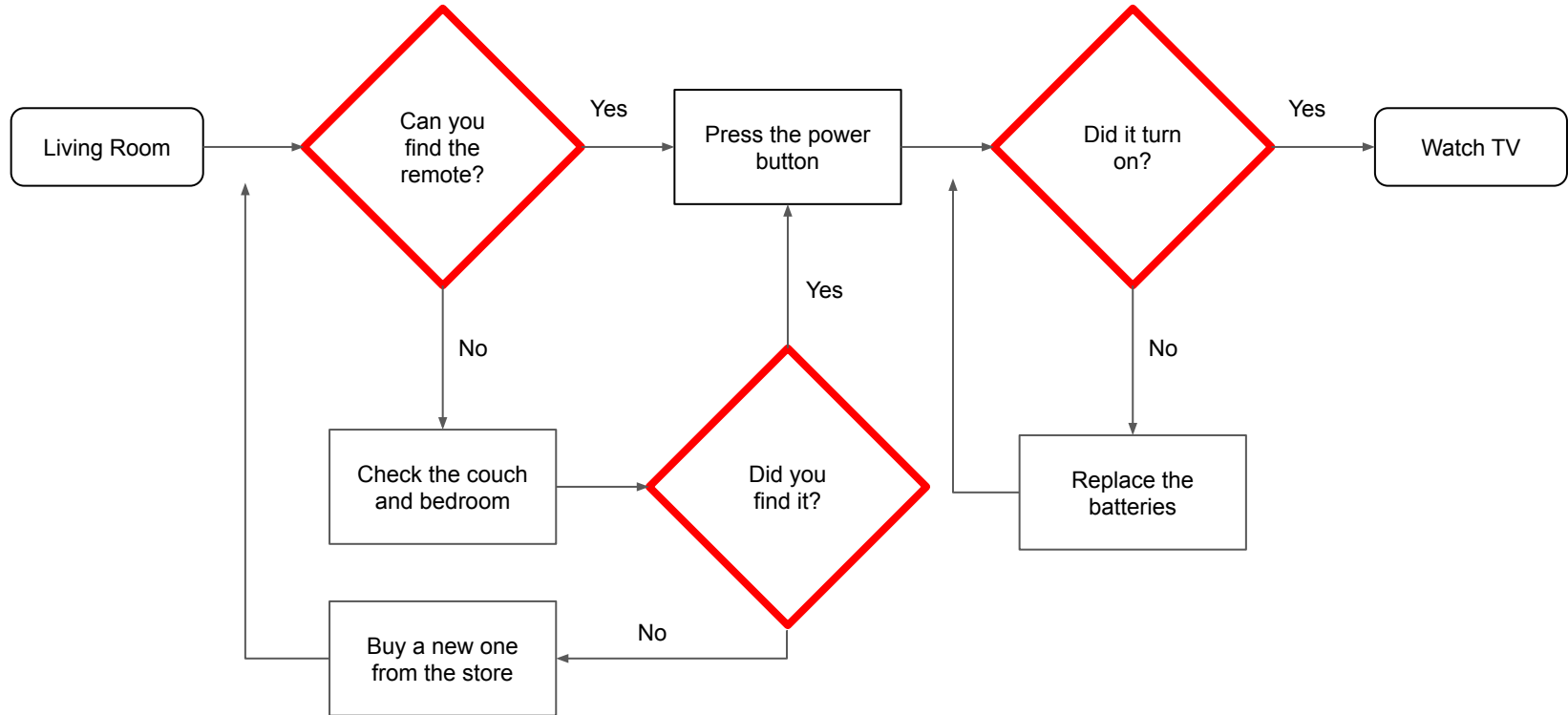
User Flow: Turning on the TV

2. Determine the start and end points of the task.



User Flow: Turning on the TV

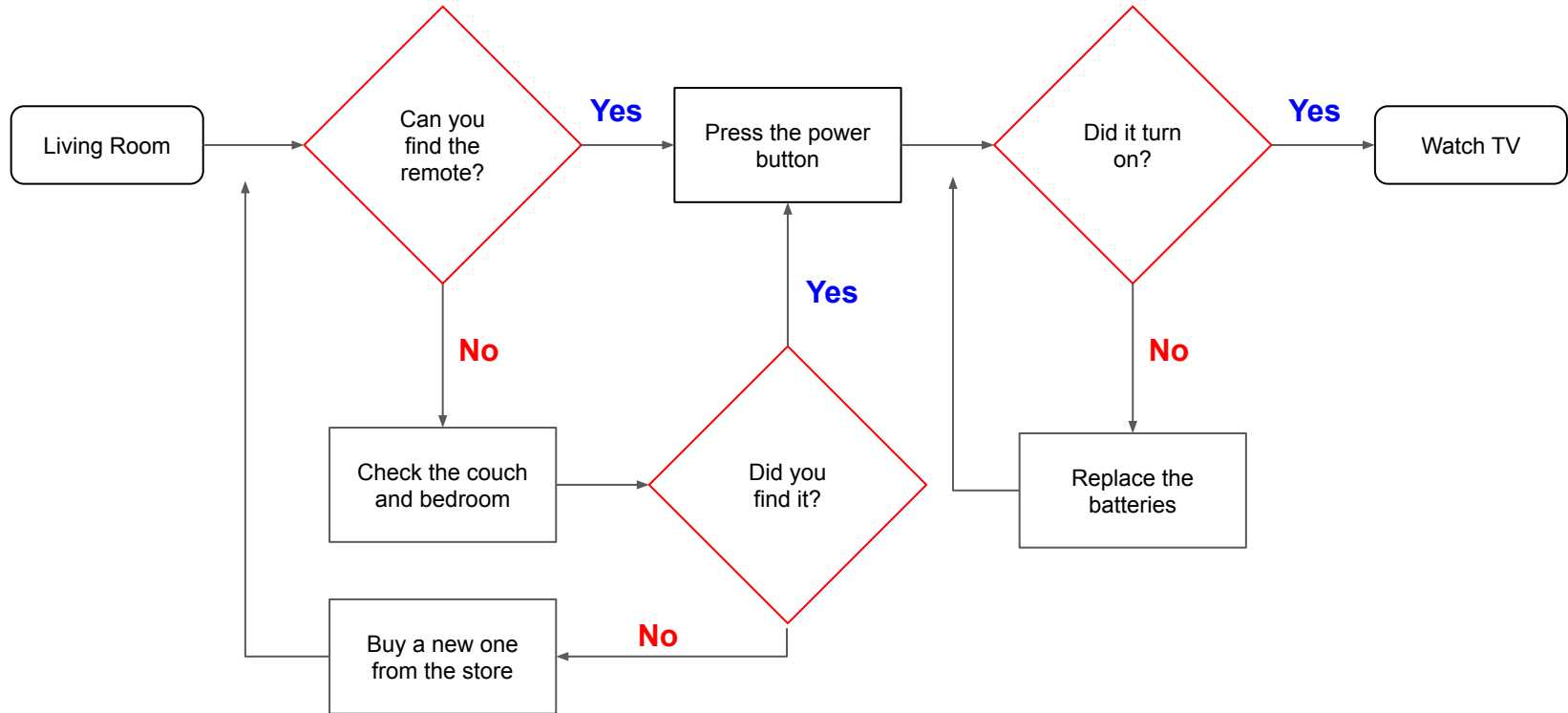
3. Determine key decision points.



**** Represent these with “diamond” shapes.**

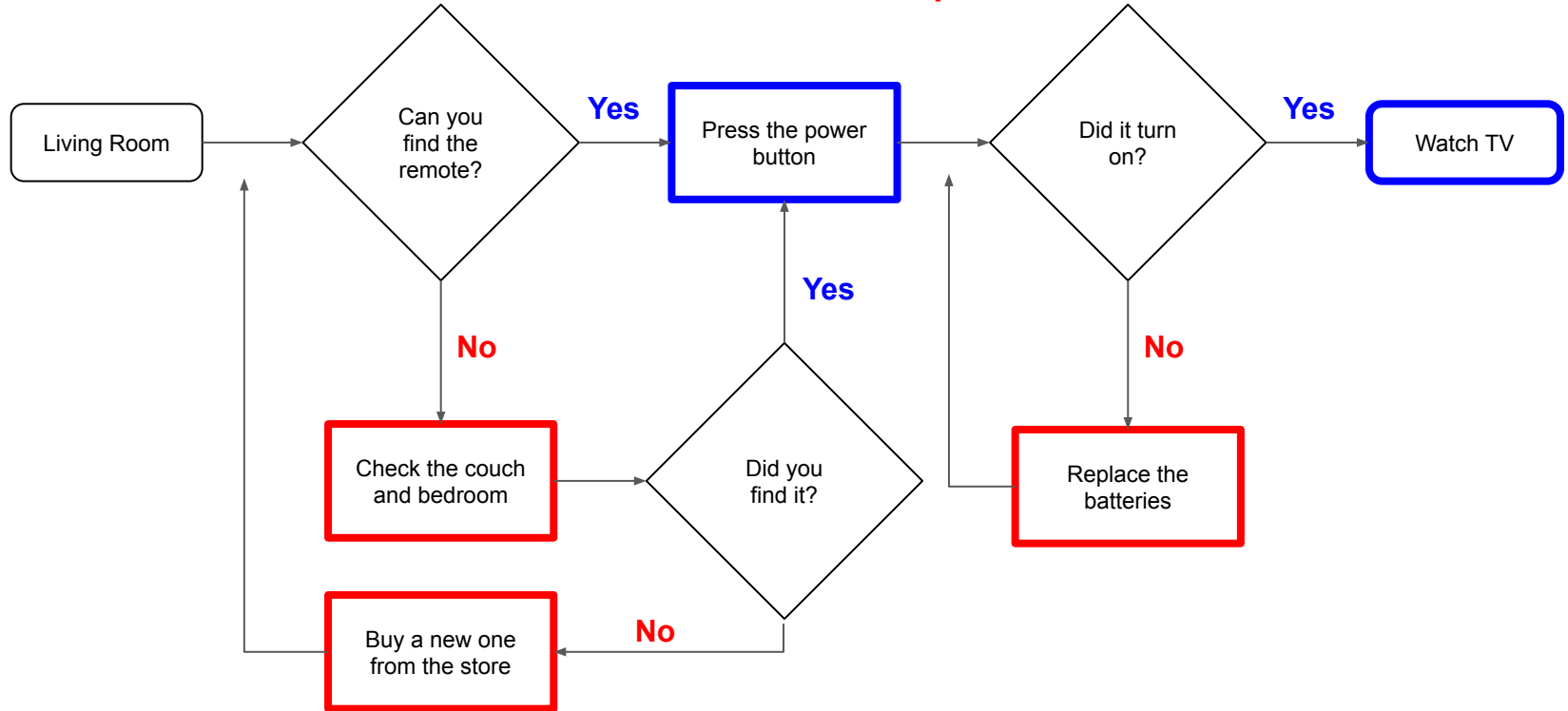
User Flow: Turning on the TV

4. Decision points are always binary (yes/no).



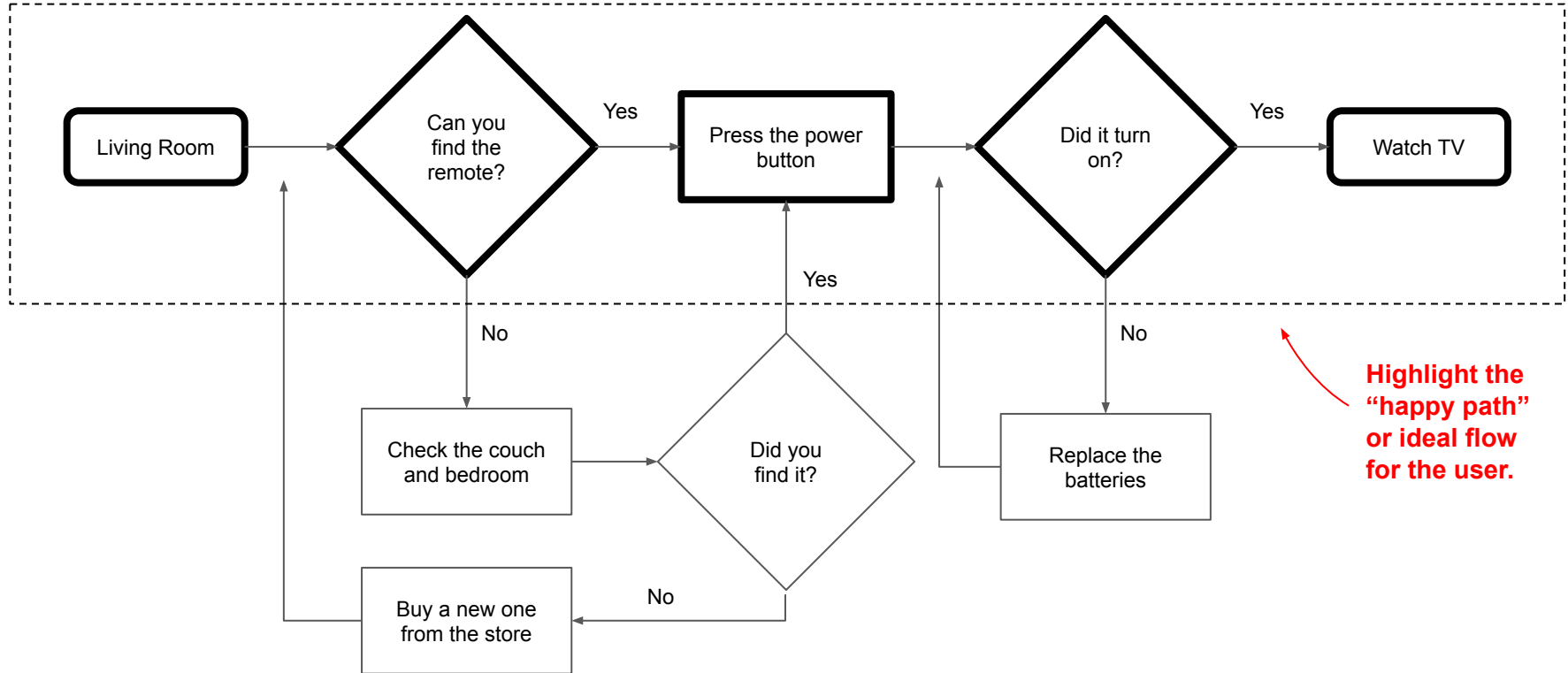
User Flow: Turning on the TV

5. Determine what happens after each decision point within the start and end point of the task.



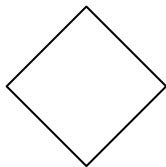
User Flow: Turning on the TV

6. Layout the process in a way that is easy to follow.



User Flows: Key Elements

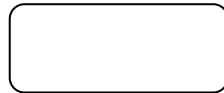
- Diamonds (decision points)



- Rectangles (process or destination)

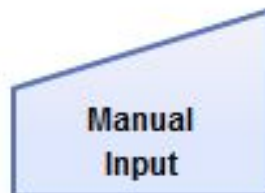
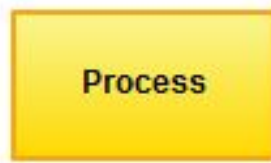


- Rounded Rectangles (start or end point)



- Arrows (flow indicator)





User Flow:
[Examples](#)

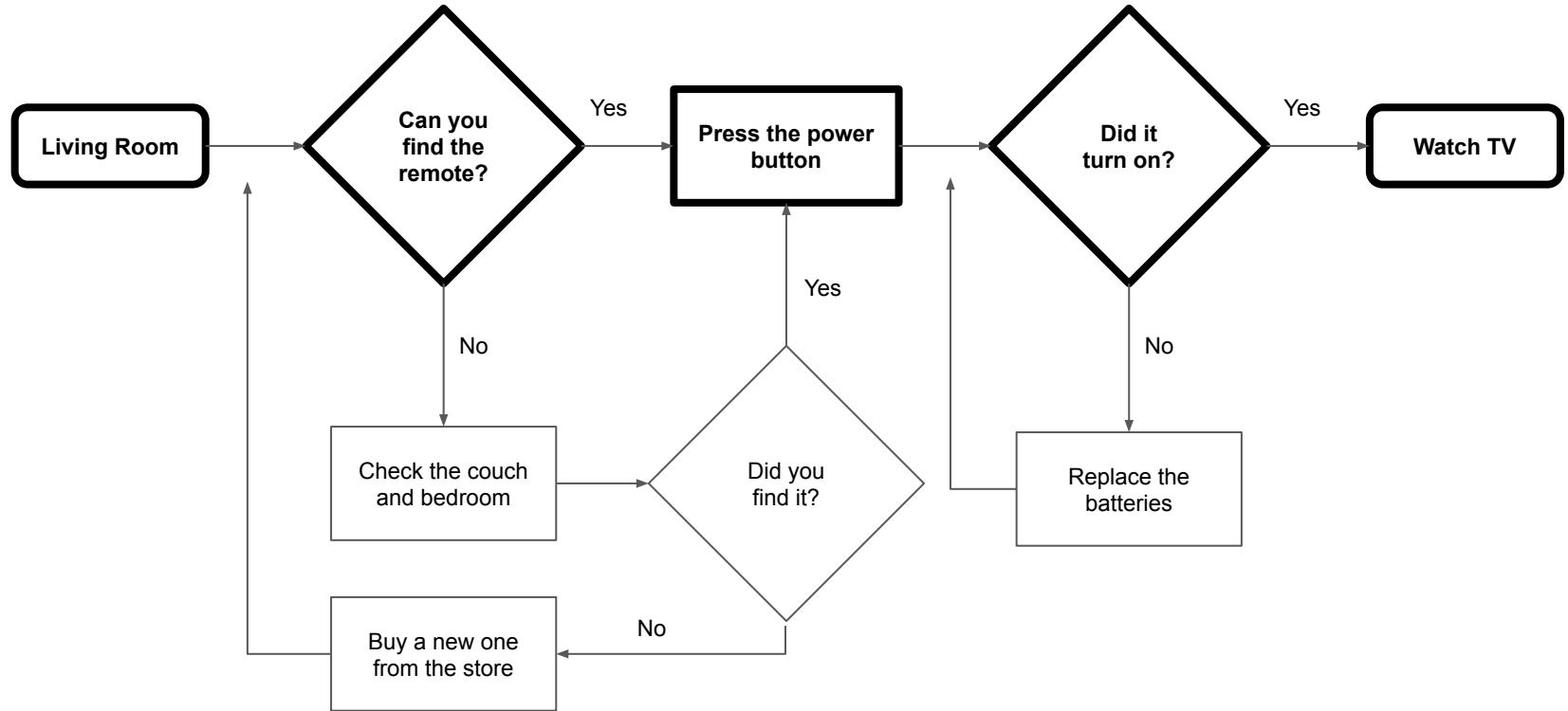
Diagramming key
from [Creately](#)

Journey Maps

Journey Maps: Most Important Things to Remember

1. It is built from the **customer's point of view** (not the business).
2. Determine the **stages (or steps)** of the experience from the customer's point of view first.
3. Capture the customer's **goals, actions, perceptions, emotions,** and **touch points** across all stages of an experience.
4. Captures **business opportunities** at each stage of an experience.
5. It is a **living document**. Update accordingly.

User Flow: Turning on the TV | Building from this example...



Journey Map: Watching TV in the Living Room

Clark Andrews

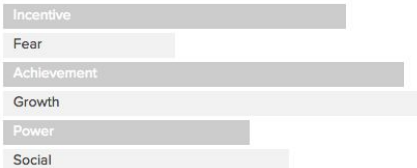
AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations



Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

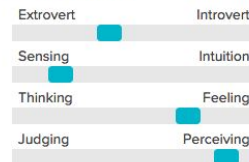
Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

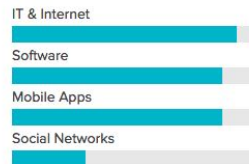
Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality



Technology



Brands



1. It is built from the customer's point of view (not the business).

Start with a specific **persona**.

(Or customer segment or **beneficiary**).

Image from [Xtensio](#)

Journey Map: **Watching TV in the Living Room**



2. Determine the stages (or steps) of the experience from the customer's point of view first.

Stages

Given the end goal (watching TV in the living), what might be the proceeding stages?

.....

Remember that stages should be mapped according to the customer's POV, not the business POV.

Journey Map: **Watching TV in the Living Room**



2. Determine the stages (or steps) of the experience from the customer's point of view first.

Stages

Research and
Planning

Comparing

Choosing

Delivering

Setting Up

Watching

Journey Map: **Watching TV in the Living Room**



3. Capture the customer's goals, actions, perceptions, emotions, and touchpoints across all stages of an experience.

Stages

Research and
Planning

Comparing

Choosing

Delivering

Setting Up

Watching

Goals

What might be the goals of the customer in each stage?

**Activities and
Touchpoints**

Thinking

Feeling

Journey Map: Watching TV in the Living Room



3. Capture the customer's goals, actions, perceptions, emotions, and touchpoints across all stages of an experience.

Stages

Research and
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Goals

Determine needs from
a TV set for the living
room

Learn how certain
features compare to
price and quality

Select the best TV
option for their needs

Get TV from store to
home

Integrate TV with other
electronic
entertainment devices
and furniture

Relax and enjoy

Activities and Touchpoints

Thinking

Feeling

Journey Map: Watching TV in the Living Room



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Stages	Research and Planning	Comparing	Choosing	Delivering	Setting Up	Watching
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Goals	Determine needs from a TV set for the living room	Learn how certain features compare to price and quality	Select the best TV option for their needs	Get TV from store to home	Integrate TV with other electronic entertainment devices and furniture	Relax and enjoy
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Activities and Touchpoints

In each stage, what is the customer trying to do?

Where does this activity happen (e.g. in-store, online, phone, social media, etc.)

Thinking

Feeling

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Thinking						
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Thinking

What is going through the customer's mind in each stage?

Note: Usually pose these as questions they are trying to answer

Feeling

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Feeling						

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Feeling	What is the customer feeling at each stage? (Remember this is based on research)					

Journey Map: Watching TV in the Living Room



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Feeling	Overwhelmed :-S	Uncertain, Nervous :-/	Mildly confident, anxious, excited :-)	Anxious, unsure, nervous :-	Tired, focused, impatient :(Relaxed, Accomplished :)



Journey Map: Watching TV in the Living Room

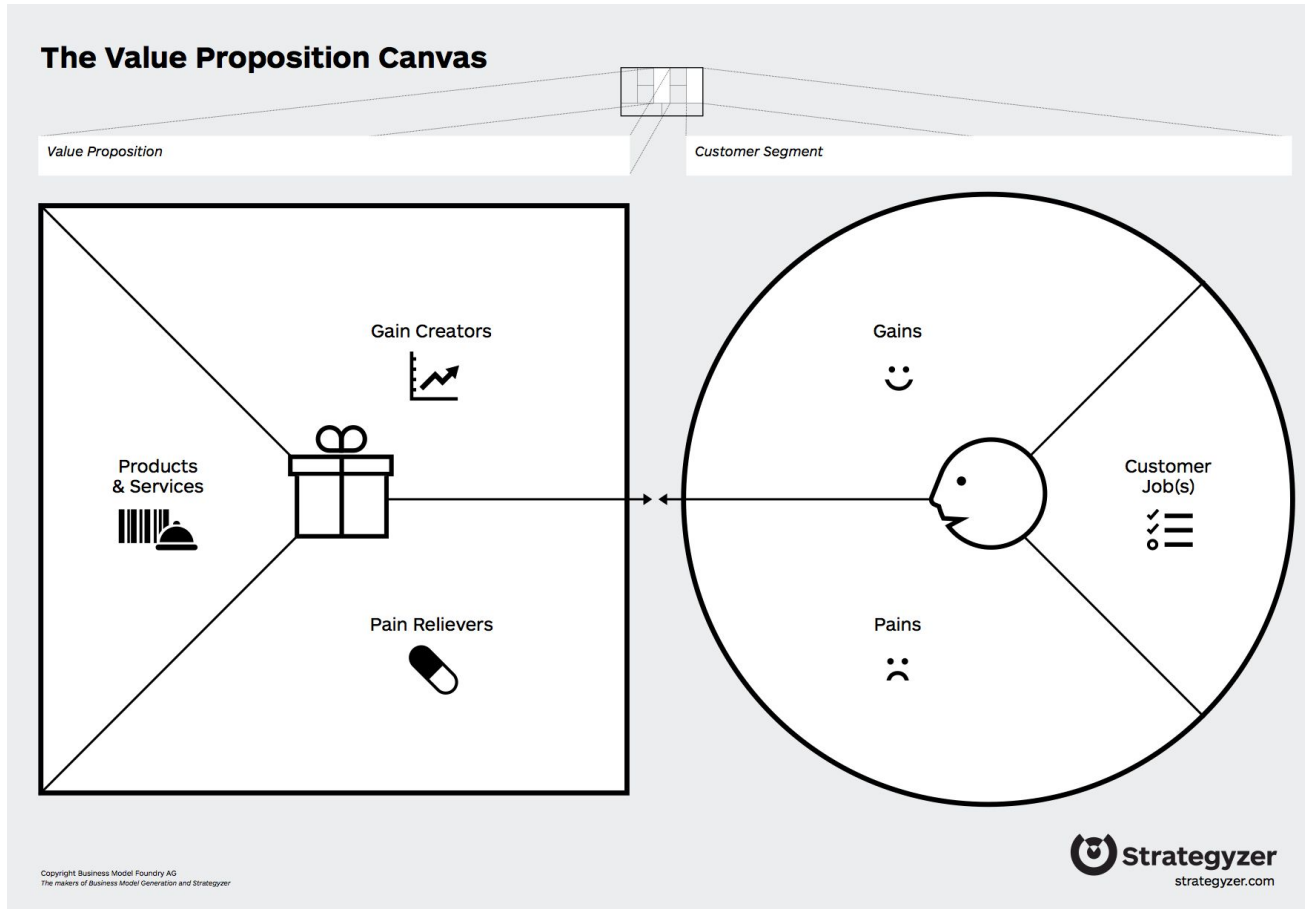
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Opportunities	4. Captures business opportunities at each stage of an experience.					



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Opportunities	How can we add more value to the customer given their goals, activities, perceptions, and emotions? (Think, Value Proposition Canvas)					

Pair up journey mapping with a value proposition canvas to identify product opportunities





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Opportunities	Start a brand loyalty club	Build a virtual experience to place TVs in customer's homes	Refer a friend referral program	Start a TV recycling program	Make TV easier to assemble using no tools	Develop a remote app for smart devices

Treat journey maps as living documents. Update them as changes arise.

Thanks!