

# User Journey

FIT9138 IS Analysis, Design and Systems Thinking

# User Journey Map

- An infographic visualization of the process that a persona / user goes through in order to accomplish a goal

## CUSTOMER JOURNEY MAP *Shopping for a New Car*

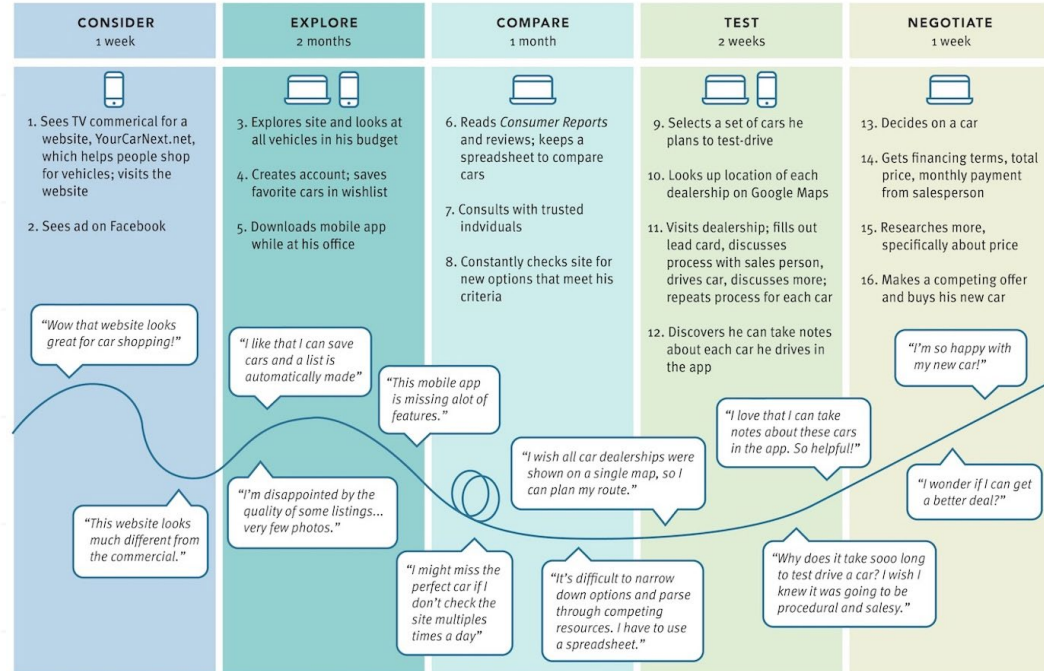


### EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.  
**Scenario:** Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

### EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations



# User Journey Map – Service Blueprint

- A visualisation of the service processes from the user / customer perspective

|                                    |                              |
|------------------------------------|------------------------------|
| Physical Evidence                  |                              |
| Customer Actions                   | Line of Interaction          |
| Onstage Contact Employee Actions   | Line of Visibility           |
| Backstage Contact Employee Actions | Line of Internal Interaction |
| Support Processes                  |                              |

# Service Blueprint's Key Elements

- Physical evidence
- User / Customer actions / Customer journey
- Onstage / Frontstage actions

Actions that occur directly in view of the user / customer

- Backstage actions

Actions that occur behind the scenes to support onstage happenings / not visible to user / customer

- Support process

Internal steps that support service deliverance

- Lines

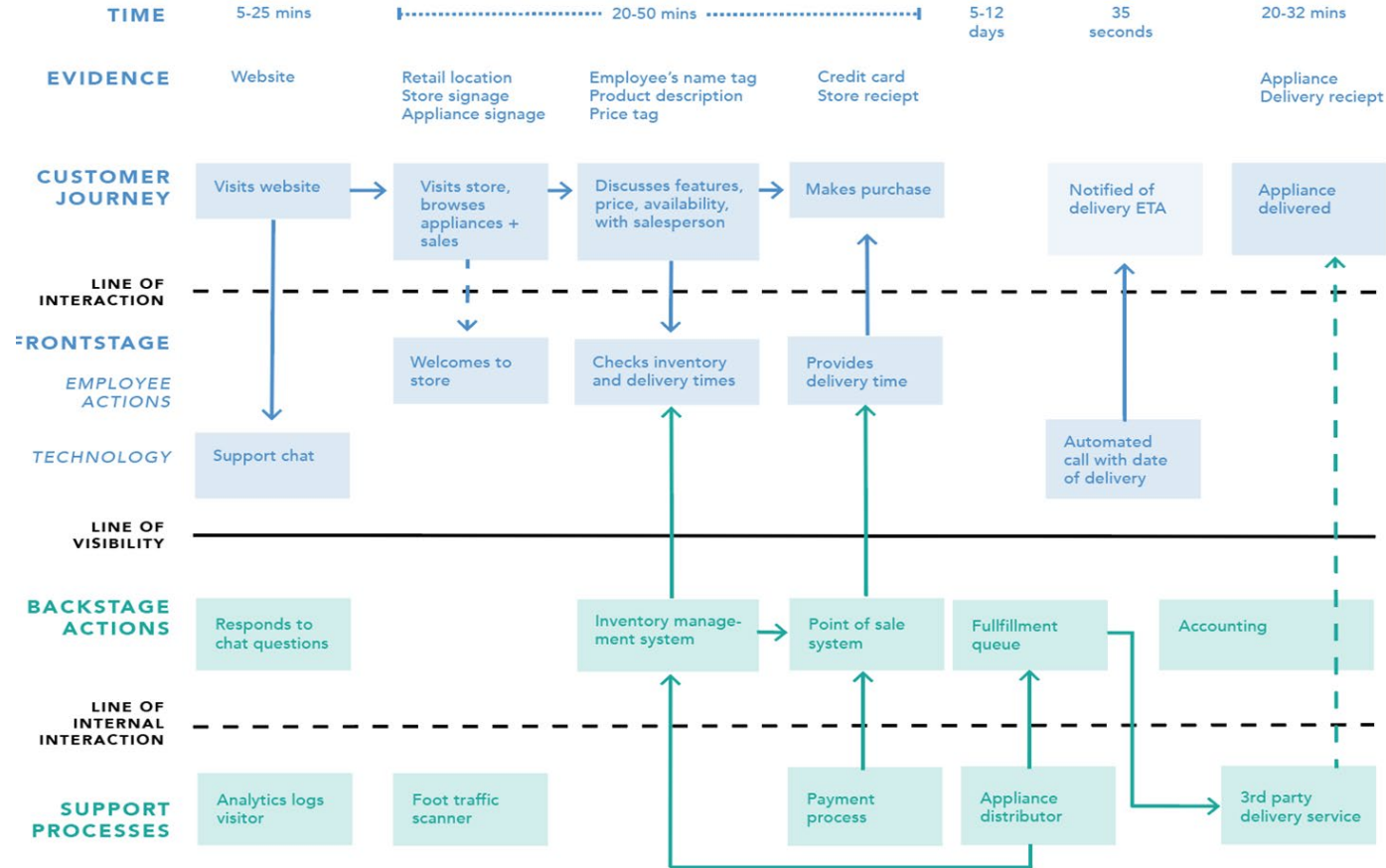
Line of interaction

Line of visibility

Line of internal interaction separates contact employees from those who do not directly support interactions with customers/users

|                                    |                              |
|------------------------------------|------------------------------|
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# SERVICE BLUEPRINT *Example (Appliance Retailer)*



# Analysing User Journey

- Where is(are) the pain points?
- Are there unnecessary interactions / touchpoints?
- Where is(are) high-friction channels transition(s)?
- Evaluate time spent

# Analysing User Journey

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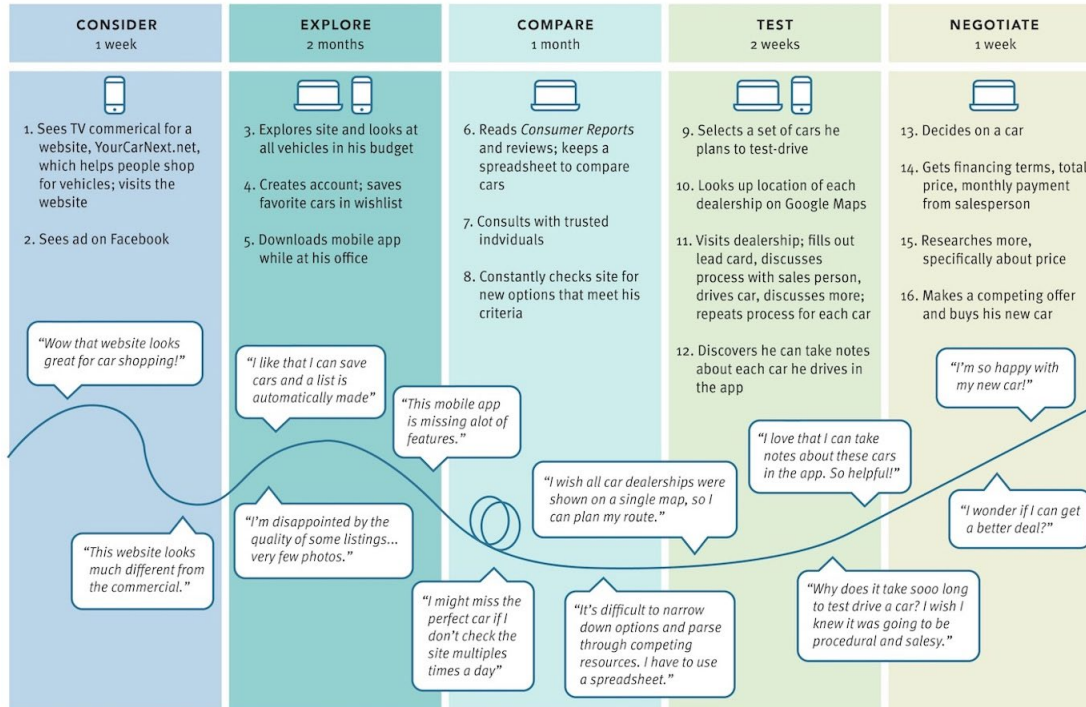


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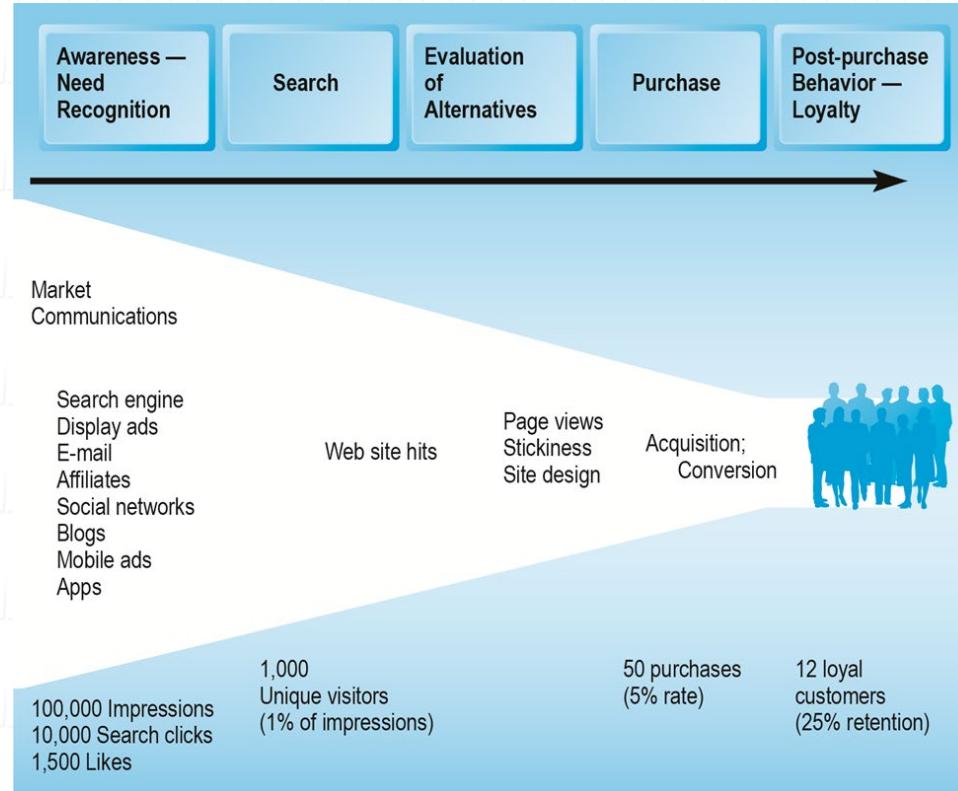
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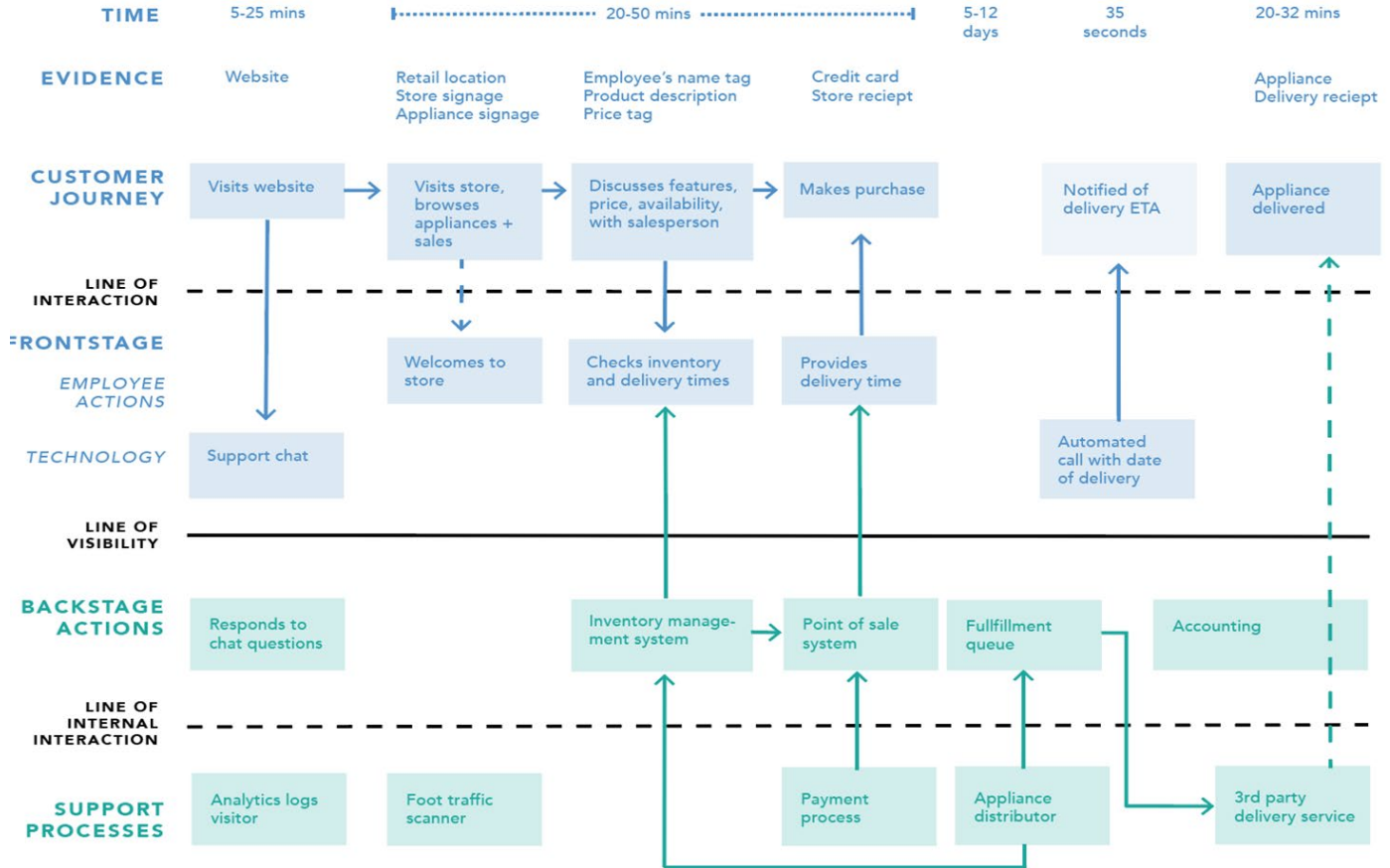
# Example of Why User Journey Analysis is Important





# SERVICE BLUEPRINT *Example (Appliance Retailer)*

## Analysing User Journey



# Design Thinking – How?

**Design thinking process** is best thought of as a system of overlapping spaces rather than a sequence of orderly steps

