what does the customer
THINK & FEEL?
what really counts
major preoccupations
worries & aspirations

what does the customer
HEAR?
what friends say
what boss says
what influencers say

what does the customer
SEE?
environment
friends
what the market offers

what does the customer
SAY & DO?
attitude in public
appearance
behavior towards others

PAIN?
fears
frustrations
obstacles

GAIN?
wants/needs
measures of success
obstacles

1

Empathy Map: Helps organize thoughts and keep a team focused. Doesn't allow as much flexibility and as much depth as Affinity Clustering.

More on UX Mapping Methods Compared: A Cheat Sheet (Nielsen Norman Group)

Journey Mapping

CONTEXT

- **Outcome.** What is he/she trying to achieve? What situation are you mapping out?

- **Persona.** Reach from persona list - may think of a new person, and that is a clue to build a persona - or look again at your personas. Perhaps they aren't quite right ... ITERATE! Constantly learning

JOURNEY

1. **Actions.** At a high-level, describe what action the persona takes to reach the outcome.

2. **Touchpoints.** Encounters that happen between your business and users/customers (not just your website/app, consider user calling support, looking at other sites, etc.). This way you'll discover the landscape you are in from the customer's perception.

3. **Equipment/Resources.** The items or services the person really needs to complete that step in this journey. Don't list everything,

4. **Emotions.** How did the user felt at that moment? Can use a scale from 0 to 10. The higher the number, the better the experience. This can be visualized (e.g. by a line going up and down)

5. **Moments of Truth.** AHA! Things that stand out - good and bad. Capture problems and ideas.

Easy to combine

2

Exactly what it sounds like: describes a possible scenario or map the experience throughout an existing service step-by-step from the user's point-of-view; "Analyzed" story telling.

There are many ways to do this and different content to include but these 5 are

Describe all relationships on the map by answering the question: what do we do for them; what do they do for us? This map shows you the landscape you are dealing with and how a customer benefits or suffers from it.

Emotions and Moments of Truth are can often be real eye-openers, very effective conversation starters.

Easy to get carried away with Equipment/ Resources. Just list the things that make a difference in your story. Some of it is obvious (computer or smart phone does need to be listed for every step).

Benefits of Journey Maps

- Visualize behavioral patterns

- Showcases the thoughts, feelings and emotions that users experience at every interaction stage and reveals the most painful points, where the product may be losing significant business.

- Can be used to clearly explain the strengths and weaknesses of a product or process from the user's point of view.

- Best way to do them is with a group that involves different departments to prepare ground for new ideas and innovative solutions.

- Can be done basically at any stage of product development when you feel unsure about the UX or need some extra insights into user behavior flow.

3

Creating user journeys requires plenty of research and teamwork. You interview multiple people and then prune the findings to come up with one typical journey.
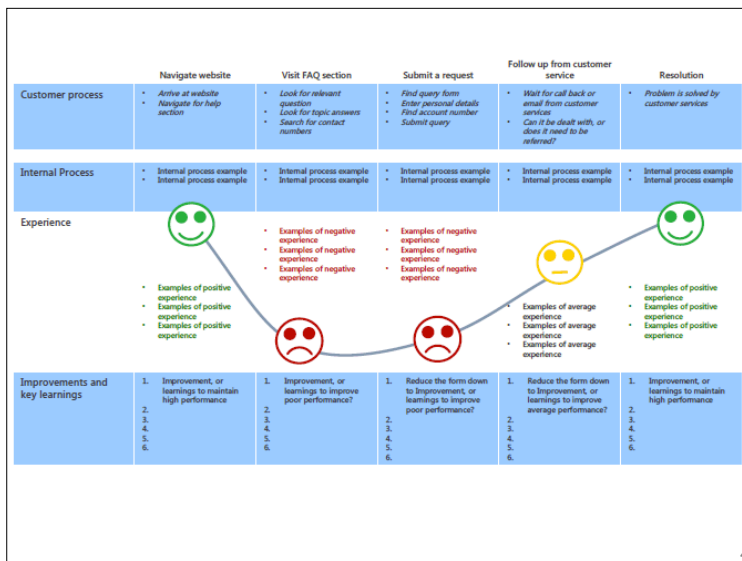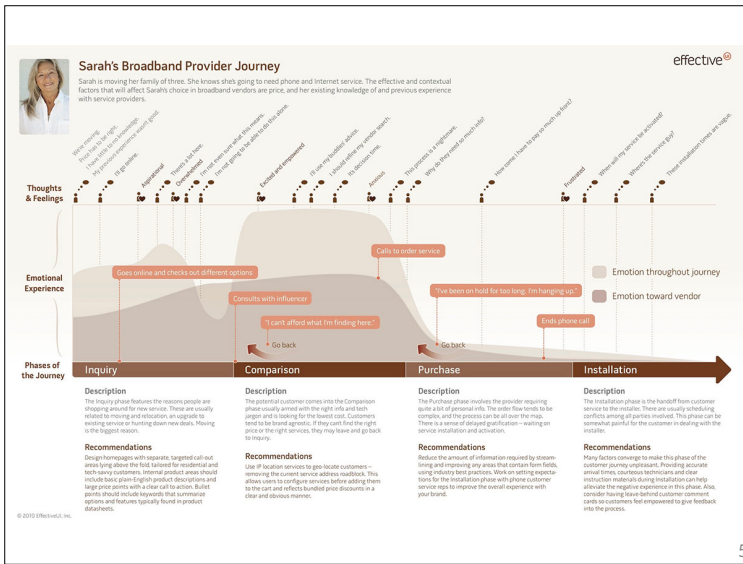

4

Template

Very high level. Not much on touchpoint or interaction with other systems or people, but good way to show user's emotion

Good template for a summary of an interview with intention to combine multiples into one map. Also good for internal team to work from - no reason to spend precious time on formatting and style if this is just a team communication tool.
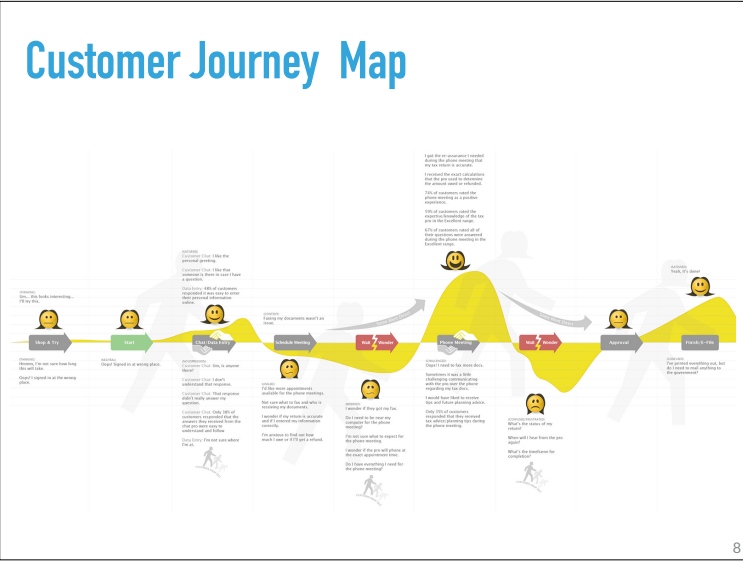
Lovely version for client and management presentation. This is meant to be long-lasting, versus the previous page which is a quicker turn-around not meant to be part of final style guide or documentation.
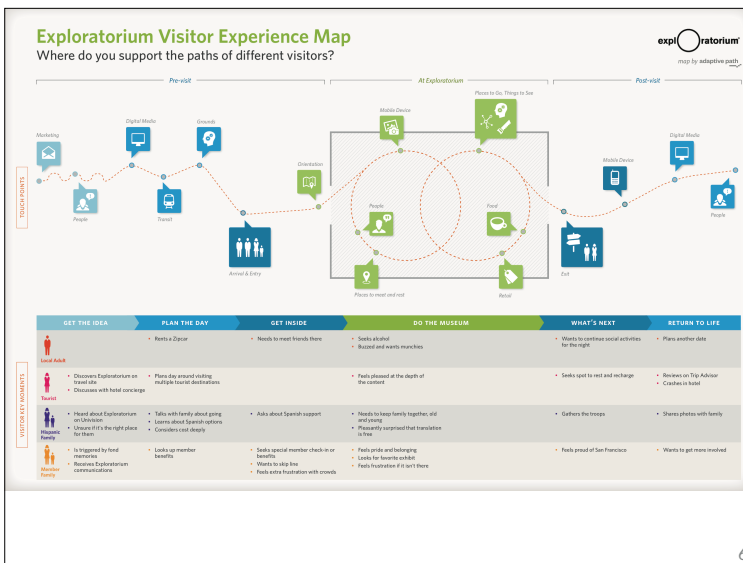
This versions compares 4 personas' different experience across the same journey.
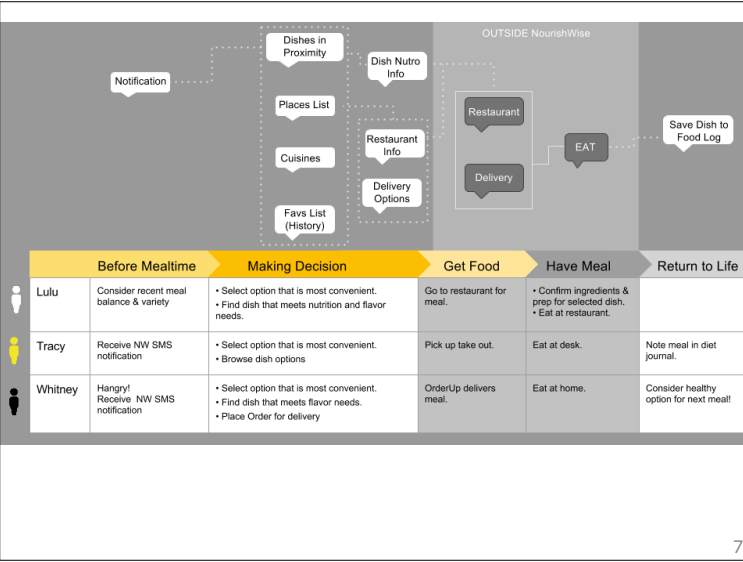
This versions compares 3 personas' different experience trying to find a meal. Not as lovely as previous page but faster! It can always be improved and polished.

OUTSIDE NourishWise

Notification

Dishes in Proximity

Dish Nutro Info

Places List

Restaurant Info

Restaurant

Save Dish to Food Log

Cuisines

Delivery Options

Delivery

EAT

Favs List (History)

		Before Mealtime	Making Decision	Get Food	Have Meal	Return to Life
👤	Lulu	Consider recent meal balance & variety	• Select option that is most convenient. • Find dish that meets nutrition and flavor needs.	Go to restaurant for meal.	• Confirm ingredients & prep for selected dish. • Eat at restaurant.	
👤	Tracy	Receive NW SMS notification	• Select option that is most convenient. • Browse dish options	Pick up take out.	Eat at desk.	Note meal in diet journal.
👤	Whitney	Hangry! Receive NW SMS notification	• Select option that is most convenient. • Find dish that meets flavor needs. • Place Order for delivery	OrderUp delivers meal.	Eat at home.	Consider healthy option for next meal!

7

Definitely

Customer Journey Map

8

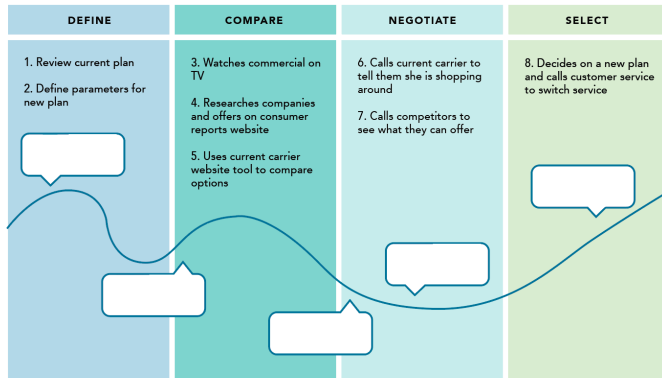**CUSTOMER JOURNEY MAP** *Example (Switching Mobile Plans)*

JAMIE
Scenario: Jamie needs to switch her current mobile plan. She wants a plan that can save her money without having to sacrifice usage limits.

EXPECTATIONS
• Clear online information
• Ability to compare plan breakdowns
• Friendly and helpful customer support

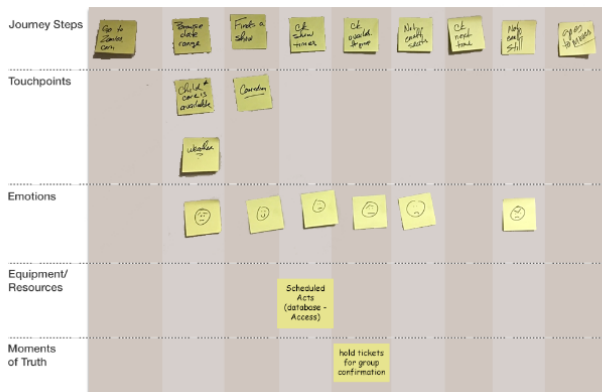| DEFINE	COMPARE	NEGOTIATE	SELECT
1. Review current plan 2. Define parameters for new plan	3. Watches commercial on TV 4. Researches companies and offers on consumer reports website 5. Uses current carrier website tool to compare options	6. Calls current carrier to tell them she is shopping around 7. Calls competitors to see what they can offer	8. Decides on a new plan and calls customer service to switch service

NNGROUP.COM NN/g 9

Persona   Context/Situtation

When George finds out they have a babystitter available for Satuday, he wants to quickly know if enough tickets are available at Zanies for that night so he can make arrangements to buy seats for his wife and their friends.

Journey (or Motivation)   Expected Outcome

Journey Steps

Touchpoints

Emotions

Equipment/ Resources

Moments of Truth

10

Story Telling

11

Establish the "when" and "where" of your story.

Your main character is one persona (except when you are finished and want to combine journeys into one summary map).

What does your main character want to accomplish?

Every story needs an obstacle or villain (pain points).

Three-Step Decision Framework

From Nielsen-Norman Group

1. Current (As-Is) vs. Future (To-Be)

- **Current:** Identify and document existing process and pain points. Use to analyze research or align a team around a data validated problem.

- **Future:** The "ideal" state for a user type, experience, or a to-be service structure. Use to visualize the journey your user will follow with your future product

2. Hypothesis vs. Research

- **Hypothesis:** Expert opinions. Use to merge multiple team views, to create a research plan (based on the gaps that emerge from your hypothesis map), and as a first step towards a higher-fidelity, research-based map.

- **Research:** Based on data; takes significant time and buy-in. Use if there is time and resources dedicated to creating a research plan. While this method creates the best maps, it. 3. Low-fidelity vs. high-fidelity

3. Low-Fidelity vs. Hi-Fidelity

- **Low-fidelity:** Unpolished, flexible. Use early in the process. Empowers people to collaborate, revise, and update as needed. Use sticky notes or online with a "digital whiteboard" (e.g., webex, mural.co, google slides, web whiteboard)

- **High-fidelity:** Polished, final; an artifact that is going to be shared amongst many. Easier to read, but less flexible. Good for marketing, or presenting to decision makers as summary of your findings.

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https://www.nngroup.com/articles/ux-mapping-cheat-sheet/

Apply this framework to prototypes, challenges, wireframes, prototypes, …. **pretty much every step in FEWDD.**

Regardless of where you start, your maps should be iterative and constantly updated with new findings. …again, as is pretty much every step in FEWDD.

Low-Fidelity is your friend.

Don't let perfect get in the way of moving towards your final goal.

Benefits of Mapping

- Process of creating a map forces conversation and an aligned mental model.

- Communicates your user's point-of-view.

- This artifact can also become the basis for decision making as the team moves forward.

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Sample Job Story

As board-game designer Keri, | when she's ready to have
Persona

manufacturers bid on making her game, she wants to post
Situation

her requirements in a forum that will attract the right kind of
Motivation

manufacturers so she will receive accurate estimates.
Expected Outcome

As board-game designer Keri, when she's ready to have manufacturers bid on making her game, she wants to post her requirements in a forum that will attract the right kind of manufacturers so she will receive accurate estimates.

AS <PERSONA NAME> _(SITUATION)_, S/HE WANTS TO _(MOTIVATION)_, SO S/HE CAN _(EXPECTED OUTCOME)_.

Contents:

- Actions
- Touchpoints with people, with systems
- Equipment/Resources
- Emotions 🙂 😐 🙁
- Moments of Truth

Job Stories

When Goldi completes a hike, she wants praise from her peers AND reassurance from an expert, so she can feel good about what she accomplished.

17

Not looking at the WHOLE hike. Just this praise point.