Map your user journey in a workshop

Instructions

Step 1: Prepare for workshop
Download and print this document to help you create a user journey in a workshop.

Step 2: Organise the workshop
Hold a workshop with the main people in your project. You'll need post-it notes and pens.

Step 3: Stick up headings
Write the 9 headings provided in this pack on post-it notes and stick them up on the wall, so they resemble the diagram of a user journey.

Step 4: Fill out sections
Use the headings and questions provided to guide you in completing your user journey. Write your answers on post-it notes and stick them beneath the relevant headings.

Step 5: Record the user journey
Type up your user journey. Keep it in an editable format like an Excel spreadsheet.

User journey example: Couch to 5K – physical activity app

	Aware	Register	Use	Change	Incident	Leave
User needs	• As a beginner, I'm looking to a simple app, so that I can improve my fitness • As an inactive person, I need to understand how to get active	• As a beginner, I'm looking to a simple app, so that I can improve my fitness • As an inactive person, I need to understand how to get active	• As a first time runner, I need know what to expect, so I'm confident to complete it • As a first runner, I need to see progress, so that I feel motivated	• As a runner, I need to store my activity, so that I can return to it later • As a runner, I need feedback, so that I feel encouraged	• As a user, I need a bug free app, so that I can use it • As an injured user, I need to trust the app, so that I return when recovered	• As a successful runner, I need suggestion on continuing, so that I don't stop running • As someone who didn't complete the course, I need motivation
Journey	• Reach the target user through promotion • Enable users to share the app easily • Partner comms/BBC promo • One You brand e-CRM hands off	• Social media and partner channels • One You apps/NHS,UK • App store • BBC website • Brand awareness to increase uptake	• BBC partnership with Get Inspired - access to talent • User completes week one and is motivated to do more	• Simple plan and clean design so users can navigate app • Motivation and badges • Feedback about my run • Partner offers	• Feedback loops within app • Notify users of improvements and bug fixes • A way of committing to run by day • BBC weather API	• Strategic partnership opportunities opened up • Analysis of market and evaluation of recommended products • Link to products
Health outcomes			• User is confident enough to go for a run • Increase in moderate intensity physical activity • Growth in C25K community	• Reduce symptoms highly occurring in target population (high blood pressure, cholesterol) • BMI closer to normal • Weight loss		• User graduates through the programme • Longer life expectancy due to being more active • Reduction in NHS costs

User needs

As a… [who is the user?]

I need to… [what does the user want to do?]

So that… [why does the user want to do this?]

Journey

The people, tools and processes required to deliver the service to users.

Health Outcomes

The changes that are intentionally produced by a health product to improve a user's health.

Aware

The user knows that the product exists.

Register

The user registers or is registered to use the product.

Use

The user continues to interact with the product.

Change

The user interacts with the product in a different way or informs the provider of a change in their circumstances.

Incident

The user asks why the product failed to perform as expected.

Leave

The user stops using the product.