

PROJECT DEVELOPMENT OF SPRINT 2:

It pinpoints potential user experience, security and reliability issues; in addition to identifying the factors at each touch point that may lead to a positive or negative experience. Journey maps help to minimize the odds of these issues occurring during design. They help software designers and their clients understand their user's experience at each step along the process and shift focus from operations to the user and explain the emotions behind each one of the actions they take.

Customer journey maps often expose pain points and opportunities for improvement in many other areas along the entire user journey – not just as it relates to software applications, but the process and overall customer service issues as well. They spark discussions to help close knowledge gaps and provide a point of reference to help fill in information that may be missing in the process. They also help inform valuable design decisions and can act as a catalyst for idea sharing and generation between teams and clients.

They've either observed the scenario themselves or received documentation of the typical path a user takes from documentation or initial reporting. Adding in additional information from qualitative research, such as from an observational or contextual inquiry study, can give more points along the timeline and highlight some critical events. Interviews can provide additional insights, such as adding the loop at the beginning to show how an expectant woman might be sent home from the hospital if her labor is not advanced enough. You can also get access to insights on her thoughts, questions, and opinions about her birth experiences. Because this research technique is semi-structured or unstructured it gives the interviewer the opportunity to probe for additional information that may be relevant. This can help you refine your phases and milestones.

These need to be fairly large chunks in the journey, to give you space to dig deeper into each section. Perhaps thinking of them as blocks in a flowchart, can help you break it down into the large sections required, then plot them on a large piece of paper, whiteboard, or use a modeling program. In this particular scenario, we will

assume that it is an uncomplicated labor/delivery which is supported by her partner throughout and involves only a brief stay at hospital post-birth. In the initial map outline, we have drawn a timeline outlining some of the high-level stages of labor and associated events and activities. We've added in our key stakeholders (partner, clinicians) below and given space to add in further information about them and their relationship with the woman in labor throughout her journey.

Once you have conducted all of your research and fleshed out your map with the relevant details and information, you may find that the map is overwhelming and not really highlighting a particular solution. It may look nothing like ours. Particularly if your journey map has a large number of touch points, it becomes hard to highlight every touch point on the map. The map can become too cluttered and lose focus and meaning. Take some time to carefully decide what you'd like your map to highlight. Then consider what is irrelevant to that journey and remove it from your map. Get feedback, review, re-map, and review again.

Quantitative research is great for adding in relevant supporting statistics and analytical data, also, it allows you to move past one or two observations/interviews and conduct broader research to get a sense of how the experience of your persona translates on a larger scale.