# The user journey map

To visualize the entire user experience, highlighting possible

areas for improvement (pain points) throughout the user's

interaction with a product or service.

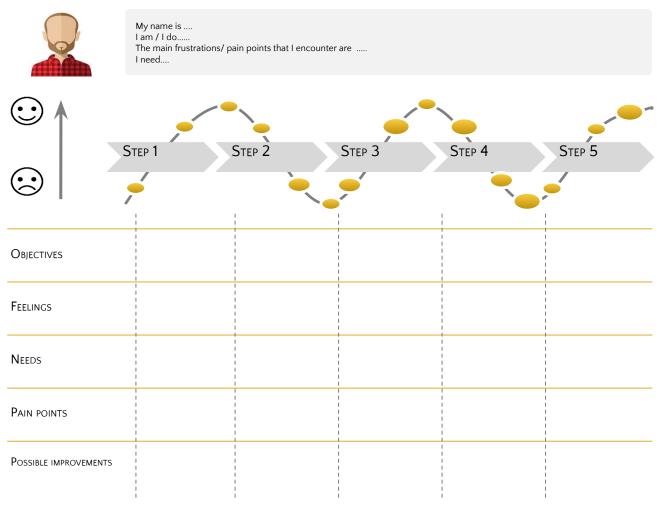




# **Empathy phase - The User Journey Map**



### An user journey map is a visualization of the experience a persona goes through in order to accomplish a goal



Your user journey map should include the following elements:

- The Use Process
- User Actions
- Emotions
- Pain Points
- (Solutions)

### Tools you might want to look up

https://miro.com/fr/modeles/parcours-client/ https://www.figma.com/community/file/966930311053829047 https://www.theydo.com/

As many user journey maps as personae

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# **Empathy phase - The User Journey Map**



### **Exemple**

## The daily life of a research mission...

The daily life of a research mission					
STAGES	AWARENESS	SELECTION	CONTRACT	REALISATION	DELIVERABLE
ACTIONS	<ul> <li>Personnal network</li> <li>Browse the internet</li> <li>Specialized platforms and sites</li> </ul>	<ul> <li>Talk with network</li> <li>Schedule arrangement</li> <li>Investigation (learn more of the project &amp; company)</li> </ul>	<ul><li>Sign contract</li><li>Meetings</li></ul>	<ul><li>Do research</li><li>Communication</li><li>Output/result</li><li>Publication</li><li>Collect data</li></ul>	<ul> <li>Get feedback</li> <li>Contribution to certification</li> <li>Deliverable</li> </ul>
TOUCH POINTS	<ul><li>Phone call/email</li><li>Meetings</li><li>Social media</li><li>Newsletter</li></ul>	<ul><li>Emails/phone calls</li><li>Meetings</li><li>Blogs/content</li><li>Interview</li></ul>	<ul><li>Email/phone calls</li><li>Face to face</li></ul>	<ul><li>Emails/phone calls</li><li>Face to face</li><li>Scientific papers/reports</li></ul>	<ul> <li>scientific profile recognition/certification</li> <li>Career path (future opportunity)</li> </ul>
MOOD	<u></u>		<u></u>	<u>.</u>	<u></u>
PAIN POINTS	<ul> <li>Not enough info from network</li> <li>Not regular</li> <li>Not enough info online</li> </ul>	<ul> <li>Time overlap with other projects</li> <li>Lack of time to consider</li> <li>Uncertainty</li> <li>Reputation</li> </ul>	<ul> <li>Require a lot communication with other researchers</li> <li>unsatisfactory salary</li> </ul>	<ul> <li>Lack of communication</li> <li>Difficult to collaborate with managers</li> <li>Lack work &amp; life balance</li> <li>Unsatisfactory outcome</li> </ul>	<ul> <li>Receive negative feedback</li> <li>Collaborations</li> </ul>





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