Topic 7: User Journey Map (part 2)

SECV2113 Human-Computer Interaction

Faculty of Computing

Universiti Teknologi Malaysia
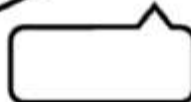
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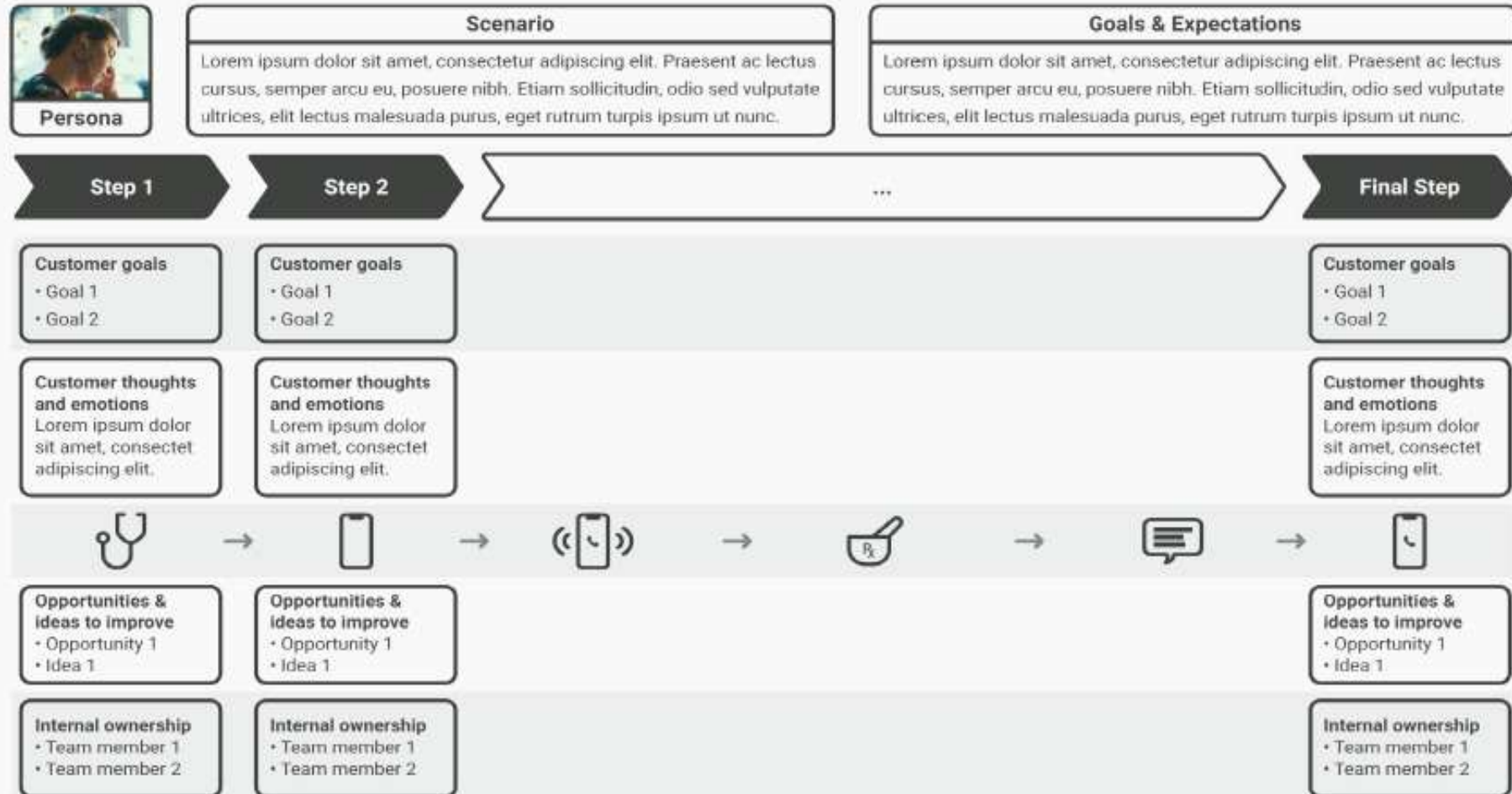
WHAT IS A **JOURNEY MAP**

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What is a Journey Map?

- A visualisation of the process that a person goes through in order to accomplish a goal

- A common UX tool. They come in all shapes, sizes, and formats. Depending on the context, they can be used in a variety of ways

- The terms 'user journey map' and 'customer journey map' can be used interchangeably. Both reference a visualization of a person using your product or service

- In its most basic form,
  - journey mapping starts by compiling a series of user actions into a timeline
  - Next, the timeline is fleshed out with user thoughts and emotions in order to create a narrative
  - This narrative is condensed and polished, ultimately leading to a visualisation

CUSTOMER/USER JOURNEY MAP

SPECIFIC USER + SCENARIO + GOALS

PHASE 1	PHASE 2	PHASE 3
1. _____	3. _____	7. _____
2. _____	4. _____	8. _____
	5. _____	9. _____
	6. _____	

OPPORTUNITIES + INTERNAL OWNERSHIP

DECONSTRUCTION OF A
JOURNEY MAP

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General Model

- A journey map tend to follow a general model that includes:
  - **Zone A:** The lens provides constraints for the map by assigning (1) a persona ("who") and (2) the scenario to be examined ("what").
  - **Zone B:** The heart of the map is the visualized experience, usually aligned across (3) chunkable phases of the journey. The (4) actions, (5) thoughts, and (6) emotional experience of the user has throughout the journey can be supplemented with quotes or videos from research
  - **Zone C:** The output should vary based on the business goal the map supports, but it could describe the insights and pain points discovered, and the (7) opportunities to focus on going forward, as well as (8) internal ownership.

ZONE A
The Lens

ZONE B
The Experience

ZONE C
The Insights
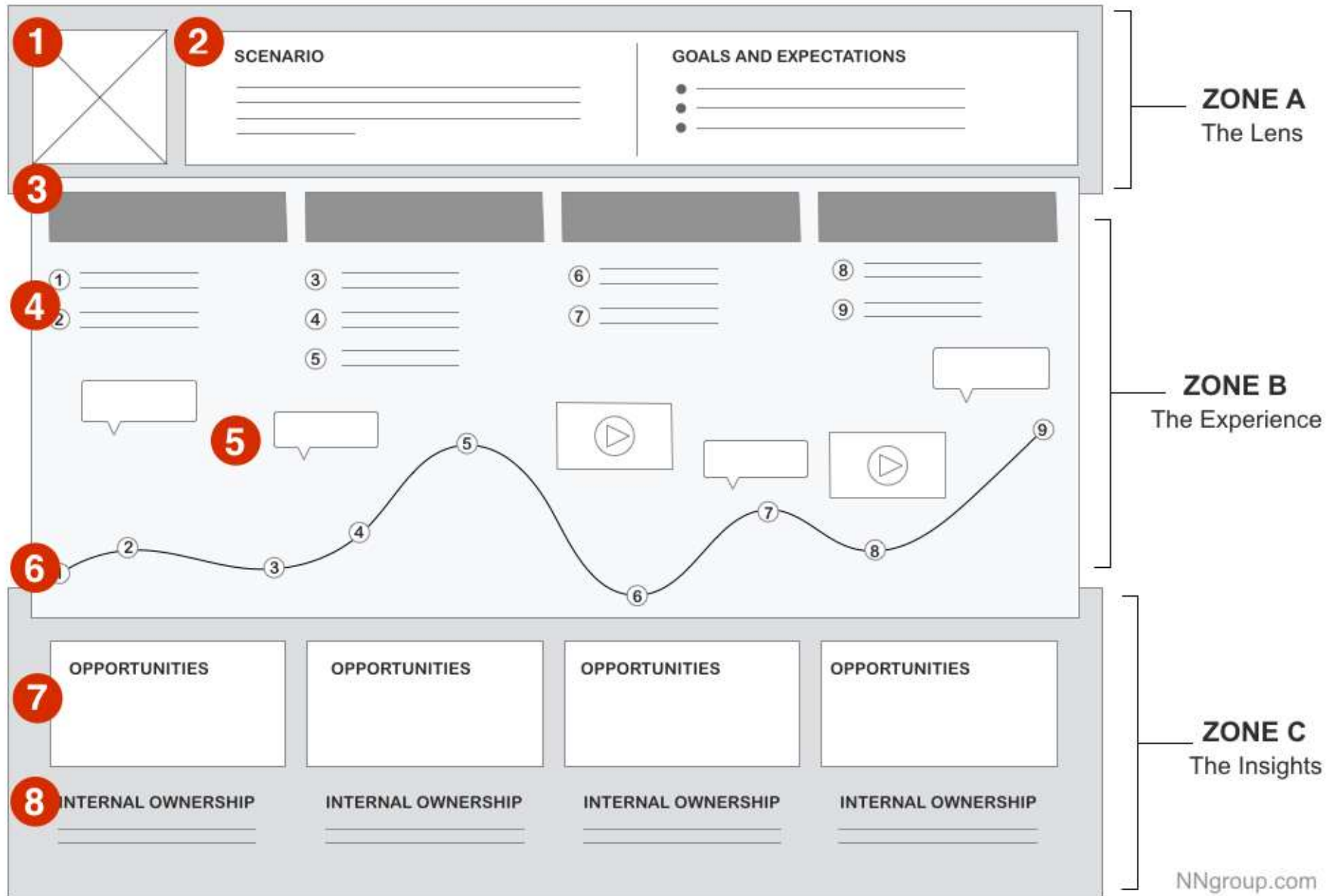
Key Components

- The following key elements are common :

  - Actor

  - Scenario + Expectations

  - Journey Phases

  - Actions, Mindsets, and Emotions

  - Touchpoints and Channels

  - Opportunities

Actor

- The persona or user who experiences the journey.

- Who the journey map is about — a point of view.

- Provide one point of view per map in order to build a strong, clear narrative.
  - For example, for a student and a faculty member as actor — each would result in different journeys, thus need to build two separate maps

Scenario and Expectations

- Describes the situation that the journey map addresses

- Associated with an actor's goal/need and specific expectations.

- For example, one scenario could be switching mobile plans to save money, and expectations for it include to easily find all the information needed to make a decision.

- Scenarios can be real (for existing products and services) or anticipated — for products that are yet in the design stage.

Journey Phases

- The different high-level stages in the journey.

- Provide organisation for the rest of the information in the journey map (actions, thoughts, and emotions).

- The stages will vary from scenario to scenario; each organization will usually have data to help it determine what these phases are for a given scenario.

- Some examples:

  - For an ecommerce scenario (like buying Bluetooth speakers), the stages can be discover, try, buy, use, seek support.

  - For big (or luxury) purchases (like buying a car), the stages can be engagement, education, research, evaluation, justification.

Actions, Mindsets and Emotions

- These are behaviors, thoughts, and feelings the actor has throughout the journey and that are mapped within each of the journey phases

- Actions :
  - the actual behaviors and steps taken by users
  - a narrative of the steps the actor takes during that phase, not meant to be a granular step-by-step log of every discrete interaction

- Mindsets :
  - correspond to users' thoughts, questions, motivations, and information needs at different stages in the journey
  - Ideally, these are customer verbatims from research

- Emotions:
  - are plotted as single line across the journey phases, signaling the emotional "ups" and "downs" of the experience
  - tells us at which part of the experience the user is feeling delighted versus feeling frustrated

Touchpoints and Channels

- Touchpoints - times when the actor in the map actually interacts with the company

- Channels - methods of communication or service delivery, such as the website or physical store

- Map should align touchpoints and channels with user goals and actions.

- These elements are emphasised because they are often where brand inconsistencies and disconnected experiences are uncovered.

Opportunities

- Insights gained from mapping; they speak to how the user experience can be optimized.

- Insights and opportunities help the team draw knowledge from the map:
    - What needs to be done with this knowledge?
    - Who owns what change?
    - Where are the biggest opportunities?
    - How are we going to measure improvements we implement?

EXAMPLES

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An example of a simplistic, high-level customer-journey map depicting how the persona "Jumping Jamie" switches her mobile plan.

CUSTOMER JOURNEY MAP *Example (Switching Mobile Plans)*

JUMPING 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

"I wonder if I can pay less."

"That offer seems like a better deal."

"Ugh, why is this so difficult?!"

"Over it. I'm switching providers."

"Well, I guess that was all worth it."

OPPORTUNITIES
- Compare alternate companys' offers for her
- Breakdown current plan into $ amounts
- Customer support via text messaging/chat

INTERNAL OWNERSHIP + METRICS
- Customer Support Team: reduce average call time to 2 minutes
- Web Team: add funtionality to allow Jamie to compare plans within our site
- Marketing Team: track competing offers to create competitor database

- An example of a customer-journey map that communicates the various steps Emotional Eric takes in the process of researching, driving, and purchasing a new car

- It provides a high-level narrative of the experience from the user's perspective.