

# Journey Mapping (Part 2)

## SECV 2113 Human-Computer Interaction

Faculty of Computing  
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<https://www.nngroup.com/articles/journey-mapping-101/>

# Introduction to Journey Mapping

# What is a Journey Map

[www.utm.my](http://www.utm.my)

- a visualization 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.


# What is a Journey Map

[www.utm.my](http://www.utm.my)

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 visualization.

# CUSTOMER/USER JOURNEY MAP

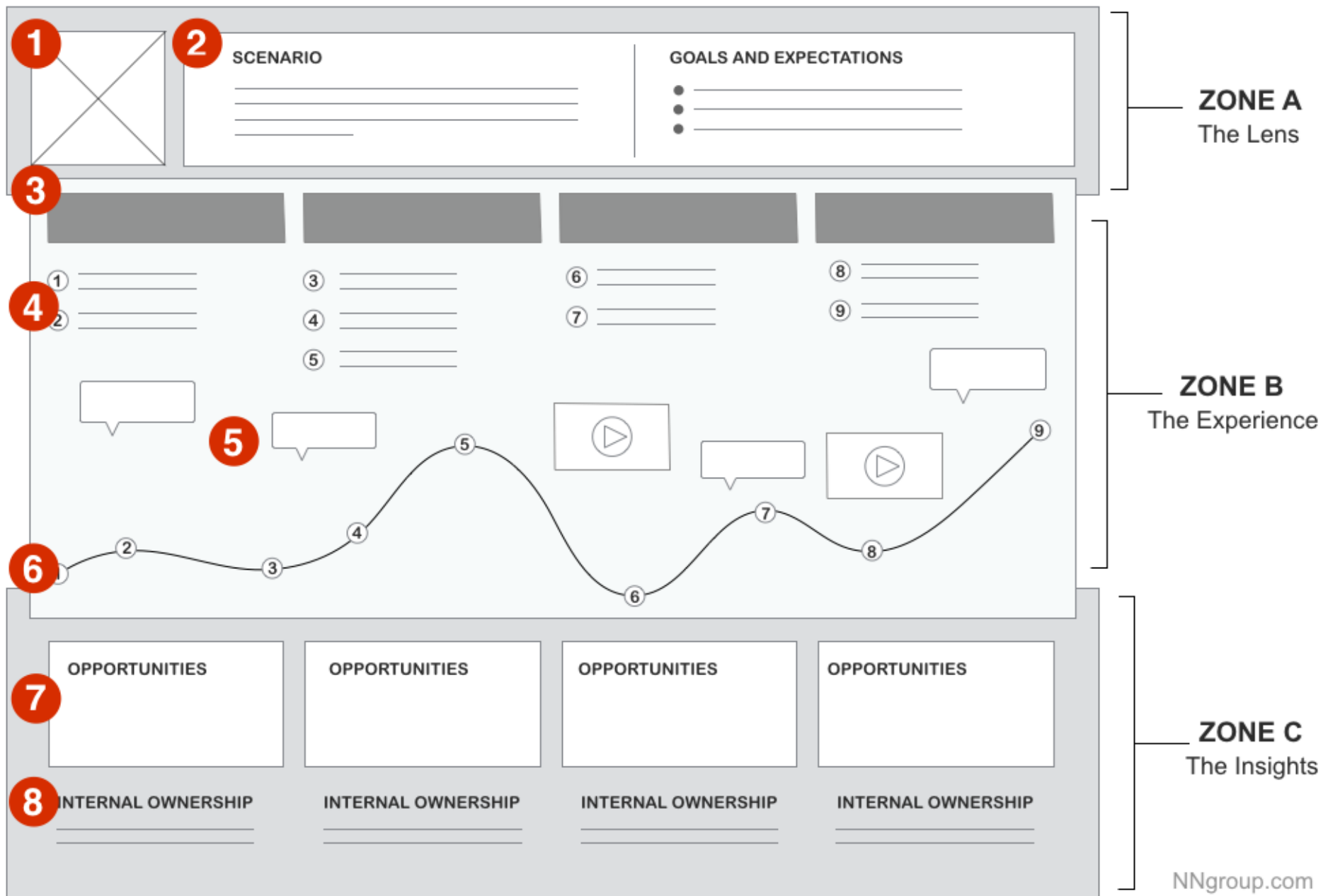


SPECIFIC USER + SCENARIO + GOALS

PHASE 1	PHASE 2	PHASE 3
<div> <div>1. _____</div> <div>2. _____</div> <div></div> </div>	<div> <div>3. _____</div> <div>4. _____</div> <div>5. _____</div> <div>6. _____</div> <div></div> </div>	<div> <div>7. _____</div> <div>8. _____</div> <div>9. _____</div> <div></div> </div>
<div>OPPORTUNITIES + INTERNAL OWNERSHIP</div>		

<https://www.nngroup.com/articles/customer-journey-mapping/>

# Deconstruction of a Customer Journey Map



# From the previous slide..

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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**.

# Key Components of a Journey Map

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The following key elements are common :

- ❑ Actor
- ❑ Scenario + Expectations
- ❑ Journey Phases
- ❑ Actions, Mindsets, and Emotions
- ❑ Touchpoints and Channels
- ❑ Pain Points & Opportunities

# Actor

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- 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 & Expectations

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- 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

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- the different **high-level stages** in the journey.
- provide organization 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

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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

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- **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 emphasized because they are often where brand inconsistencies and disconnected experiences are uncovered.

# Opportunities

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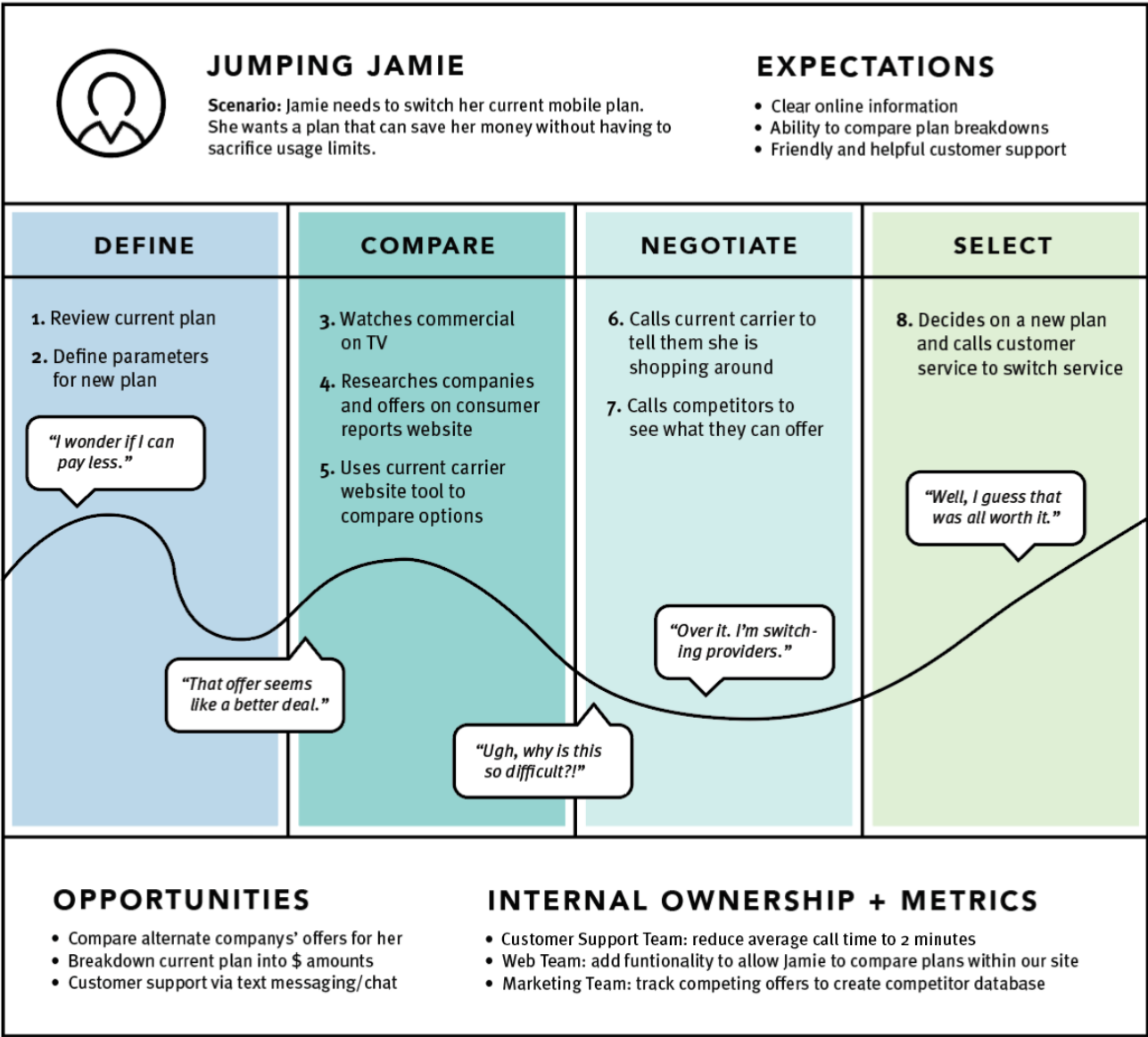
- insights gained from mapping; they speak to how the user experience can be optimized.
- Insights and opportunities help the team draw knowledge from the map:
  - What needs to be done with this knowledge?
  - Who owns what change?
  - Where are the biggest opportunities?
  - How are we going to measure improvements we implement?

# Let's look at some examples..

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- Next slide shows 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)*



- Next slide shows another 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.

# CUSTOMER JOURNEY MAP *Shopping for a New Car*

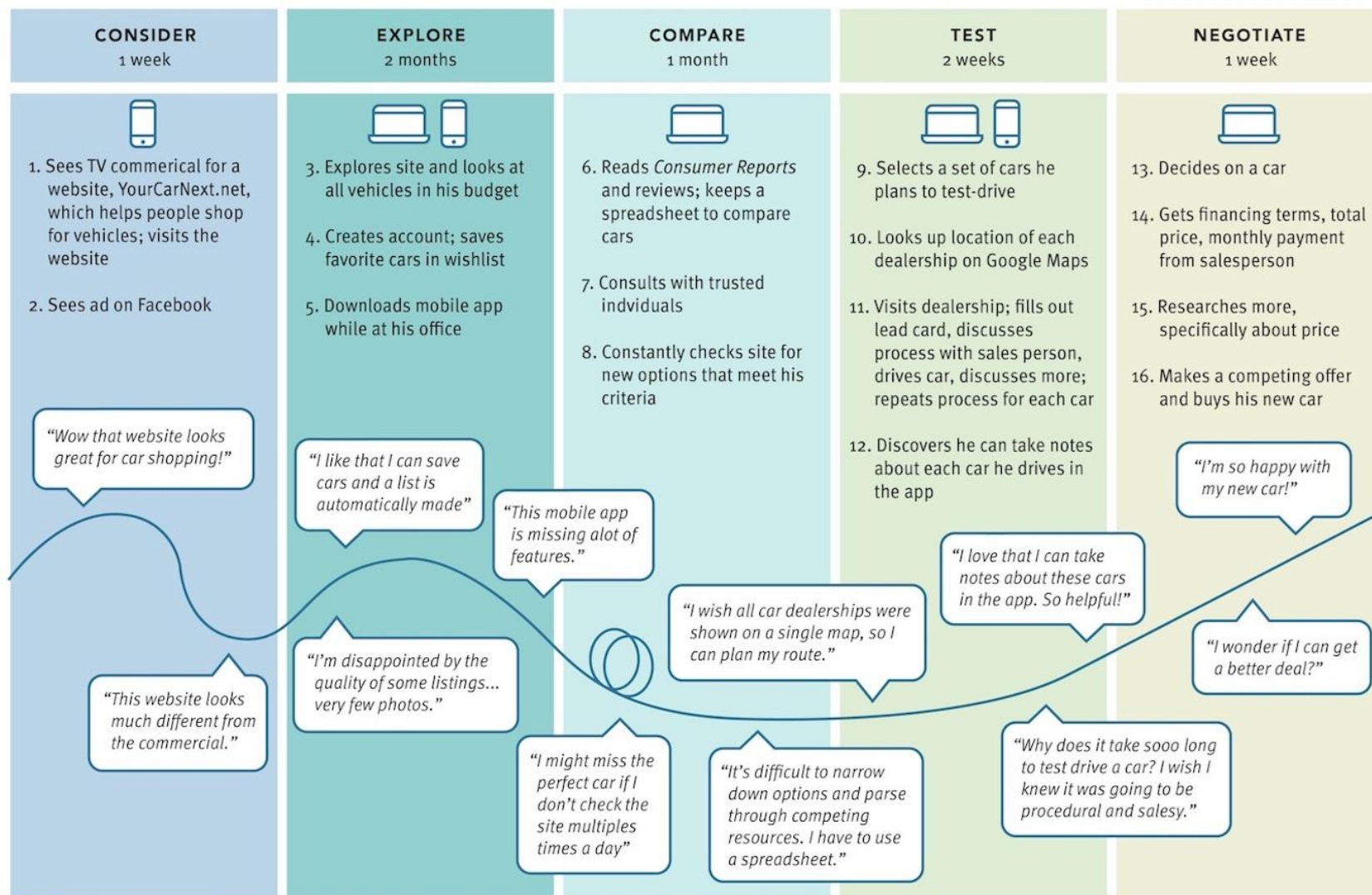


## EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.  
**Scenario:** Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

## EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations



















# Summary

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- Journey mapping is a process that provides a holistic view of the customer experience by uncovering moments of both frustration and delight throughout a series of interactions.
- Key components include Actor, Scenario + Expectations, Journey Phases, Actions, Mindsets, and Emotions, Touchpoints and Channels, Opportunities
- Done successfully, it reveals opportunities to address customers' pain points, alleviate fragmentation, and, ultimately, create a better experience for users.

USER JOURNEY MAP / Title Here

<div></div> <div><div>USER INFO</div><div>"Here's a quote I said!"</div></div>	<div>SCENARIO</div> <div>Here is a description of a scenario.</div>			<div>EXPECTATIONS</div> <div><div>• Some points to note</div><div>• Some points to note</div><div>• Some points to note</div></div>	
STAGES	STAGE 1 ▶	STAGE 2 ▶	STAGE 3 ▶	STAGE 4 ▶	STAGE 5
GOALS	Here is a description of your user's goals.				
ACTIONS	<div>1. Some actions points</div> <div>2. Some actions points</div> <div>3. Some actions points</div>				
THOUGHTS	<div>1. What is the user thinking?</div> <div>2. What is the user thinking?</div>				
PAIN POINTS	<div>1. What are their frustrations?</div> <div>2. What are their obstacles?</div>				
EMOTIONS	<div></div> <div>Interested</div>	<div></div> <div>Annoyed</div>	<div></div> <div>Frustrated</div>	<div></div> <div>Happy</div>	<div></div> <div>Happy</div>
TOUCHPOINTS	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
OPPORTUNITIES	<div>1. An opportunity or idea!</div> <div>2. An opportunity or idea!</div> <div>3. An opportunity or idea!</div>				

# Example scenario "Course Registration via E-Learning System"

Phase / Stage	Action	User Thoughts	Emotions	Touchpoint	Channel	Pain Points	Improvement Opportunities
1. Access System	Open the e-learning website	"Hope the system isn't slow today."	Hopeful	Login page	Web browser (laptop)	Slow loading page, sometimes inaccessible	Improve website speed & stabilize server
2. Login to System	Enter ID and password	"What was my password again?"	Confused	Login form	Web / Mobile App	Forgotten password, slow reset process	Use SSO or Google login / quick SMS password reset
3. Find Registration Menu	Click 'Course Registration' menu	"Where do I register for this semester?"	Confused	Main navigation menu	Web interface	Disorganized menu, confusing icons	Use clear labels & standard UX icons
4. Select Course	Click 'Register' button for chosen course	"Is this course already full?"	Nervous	Course list & register button	Web form	No info on seat availability	Show course capacity status & schedule conflict warnings
5. Confirm Registration	Click to confirm selected courses	"Are these the right courses I selected?"	Confident / Unsure	Confirmation & review screen	Web interface	No final summary before confirmation	Add review summary before final submission
6. Receive Notification	See 'Registration Successful' message	"Yes! I'm done!"	Relieved / Happy	Notification popup / email	Web system + Email	No email confirmation or print option	Add email notification & downloadable registration receipt
6. Receive Notification	See 'Registration Successful' message	"Yes! I'm done!"	Relieved / Happy	Notification popup / email	Web system + Email	No email confirmation or print option	Add email notification & downloadable registration receipt