

Journey Mapping (Part 2)

**SECV 2113 Human-Computer
Interaction**

Faculty of Computing
Universiti Teknologi Malaysia

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

Introduction to Journey Mapping

What is a Journey Map

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- 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.

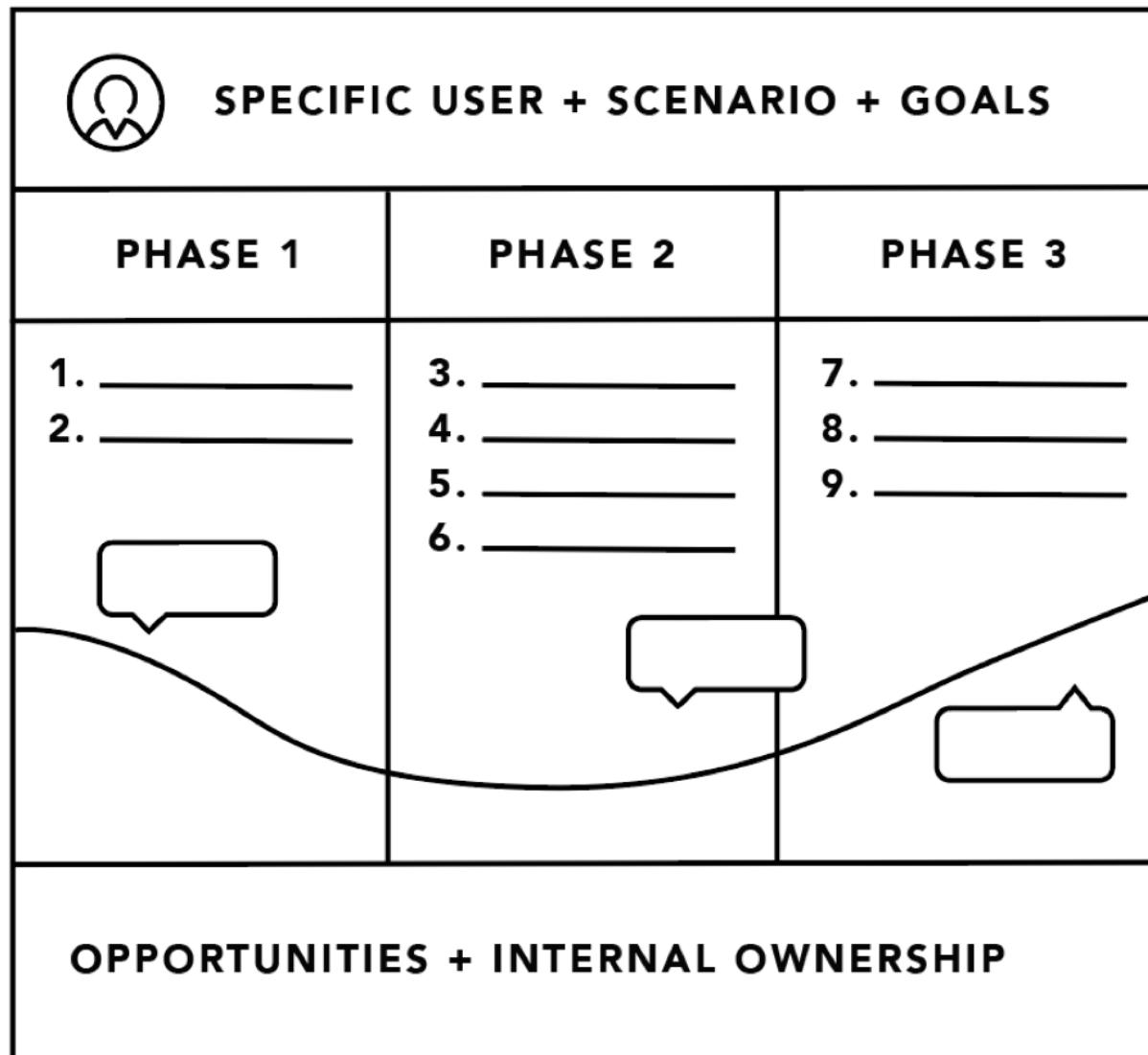
What is a Journey Map

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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.

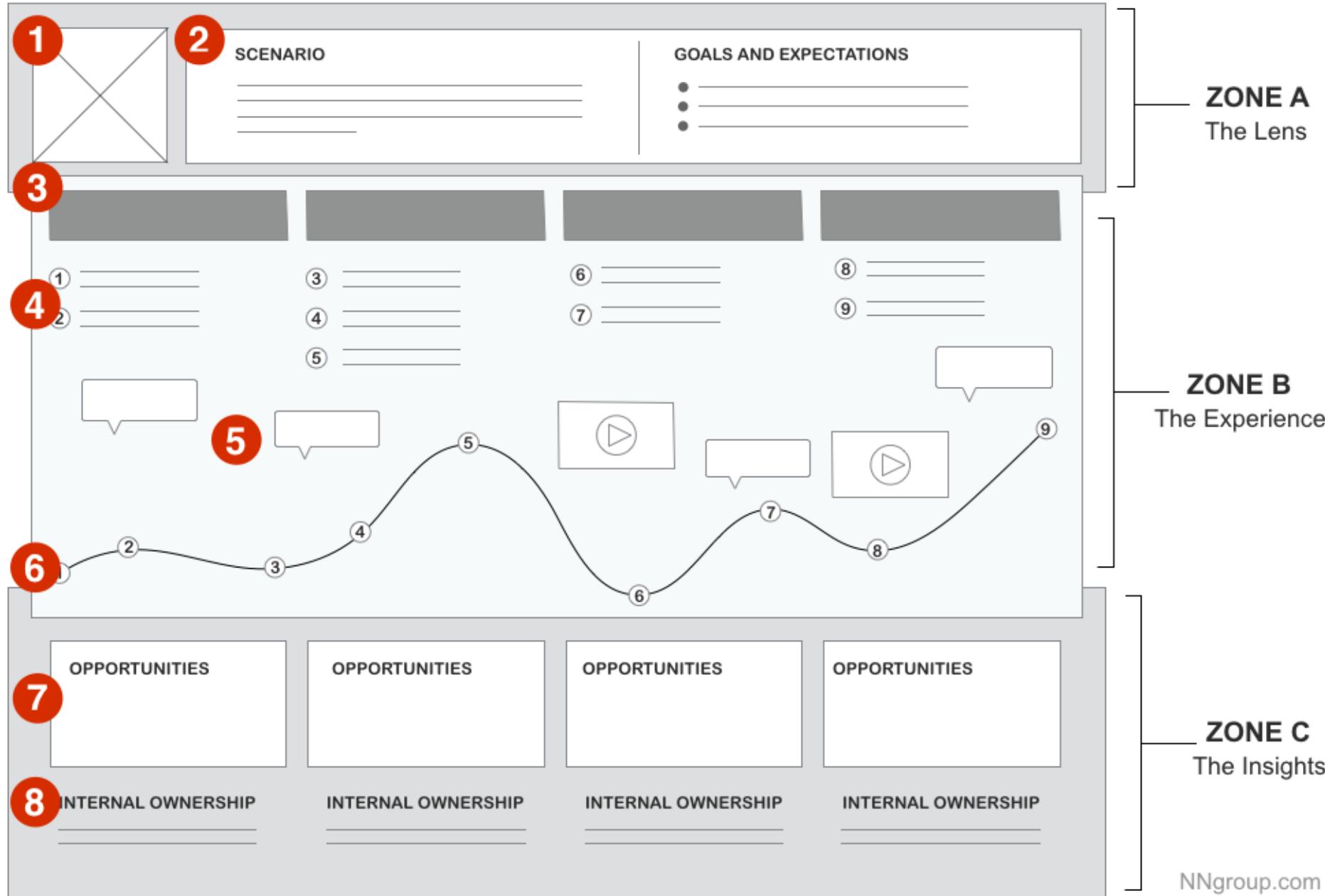
CUSTOMER/USER JOURNEY MAP



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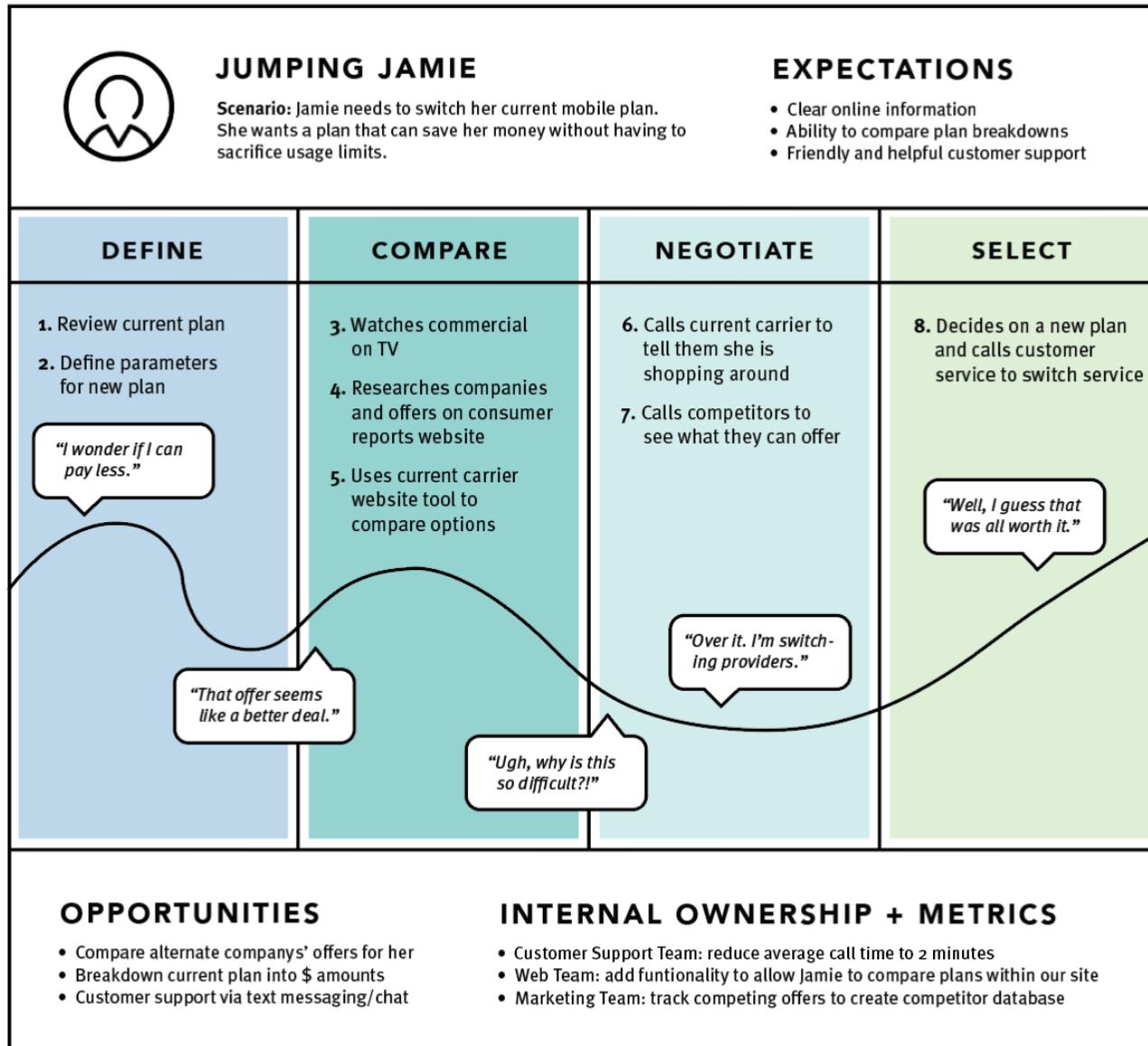
- insights gained from mapping; they speak to how the user experience can be optimized.
- Insights and opportunities help the team draw knowledge from the map:
 - What needs to be done with this knowledge?
 - Who owns what change?
 - Where are the biggest opportunities?
 - How are we going to measure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

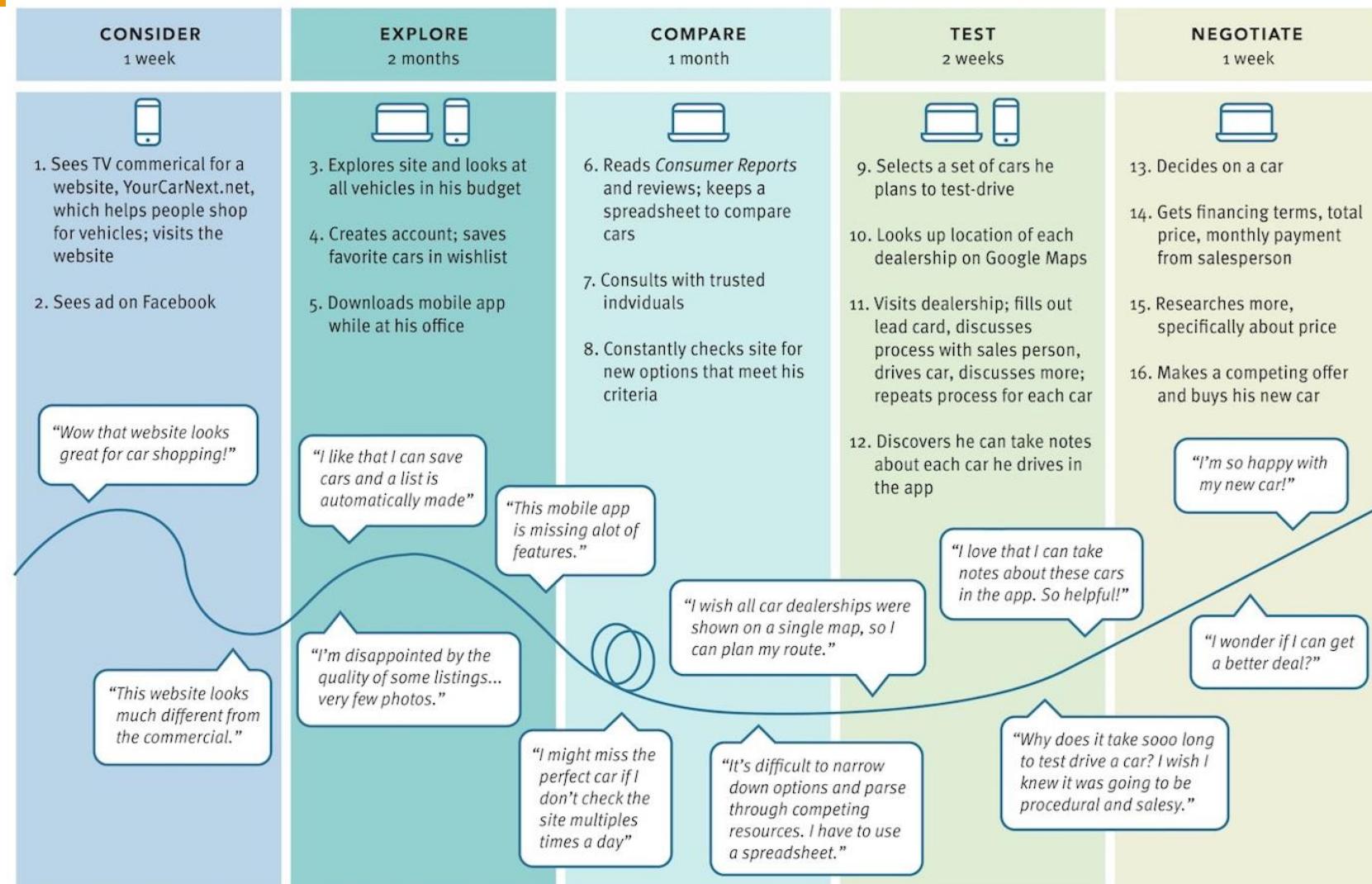
CUSTOMER JOURNEY MAP Shopping for a New Car



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.



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

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

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