

Topic 7: User Journey Map (part 2)

SECV2113 Human-Computer Interaction

Faculty of Computing

Universiti Teknologi Malaysia



- 01** WHAT IS A JOURNEY MAP?
- 02** DECONSTRUCTION OF A JOURNEY MAP
- 03** EXAMPLES




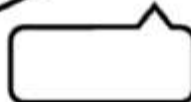
WHAT IS A JOURNEY MAP

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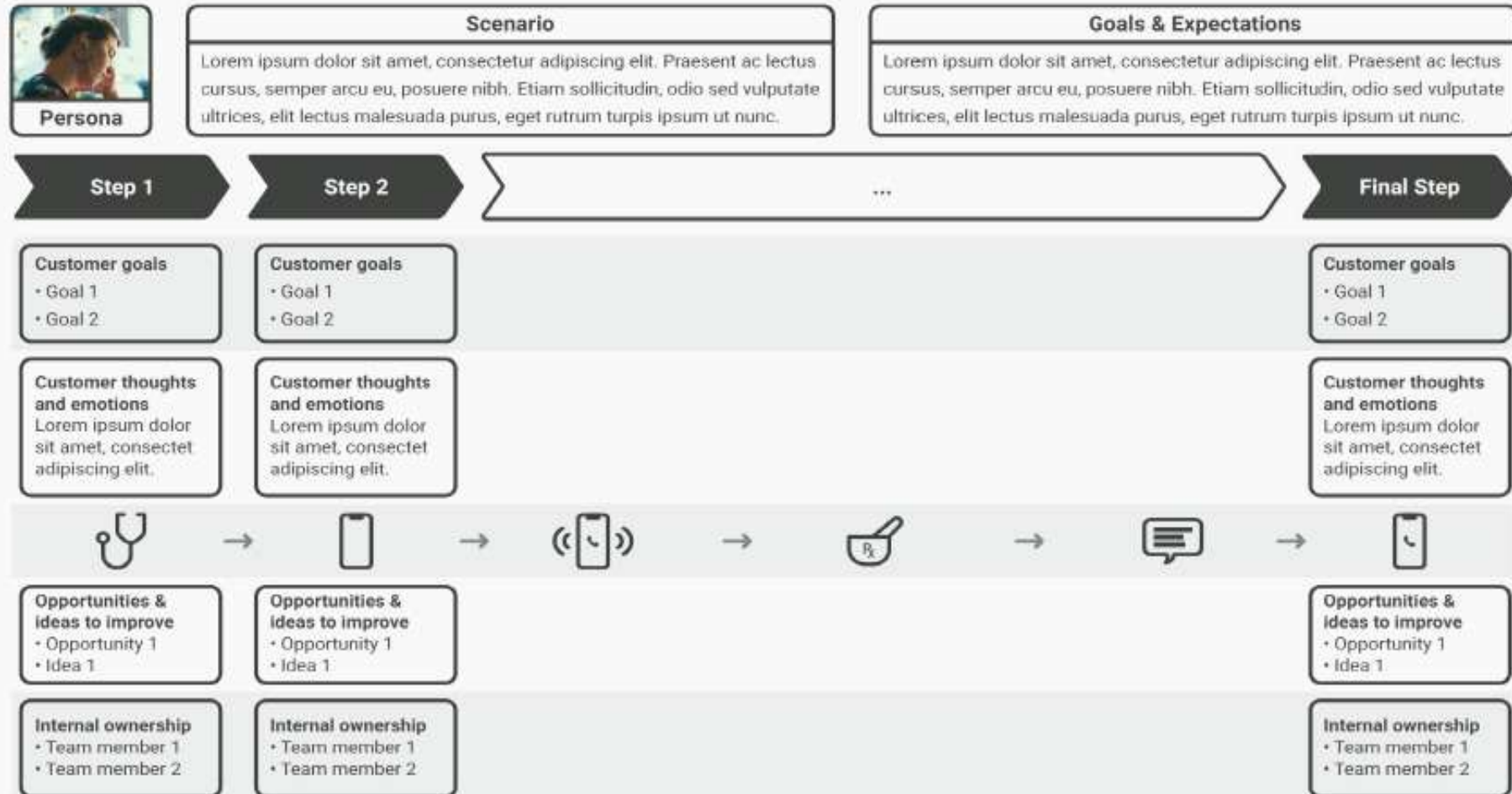
What is a Journey Map?

- 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. _____ 2. _____ 	3. _____ 4. _____ 5. _____ 6. _____ 	7. _____ 8. _____ 9. _____ 
OPPORTUNITIES + INTERNAL OWNERSHIP		

Customer Journey Map Template



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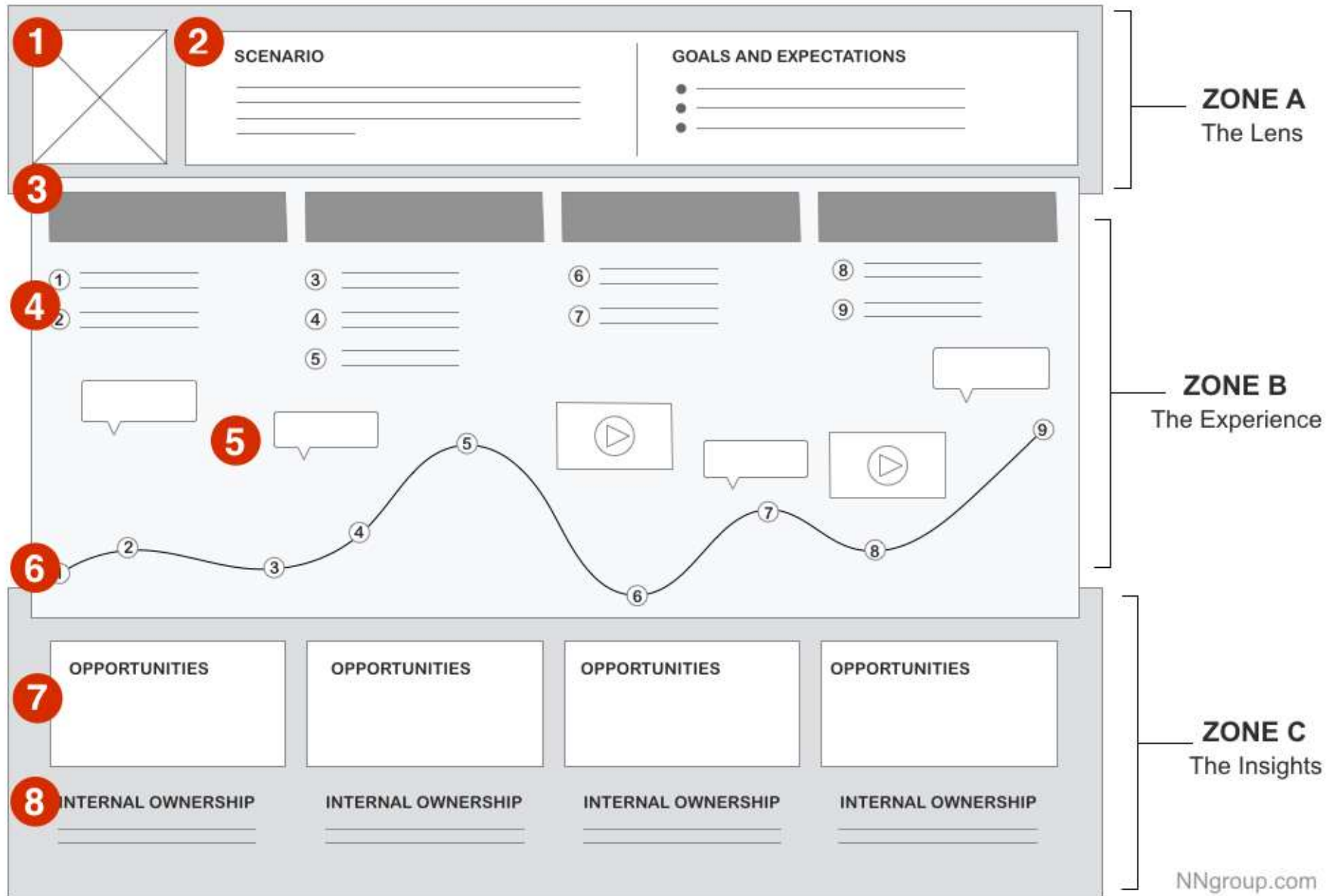
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DECONSTRUCTION OF A JOURNEY MAP

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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.



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

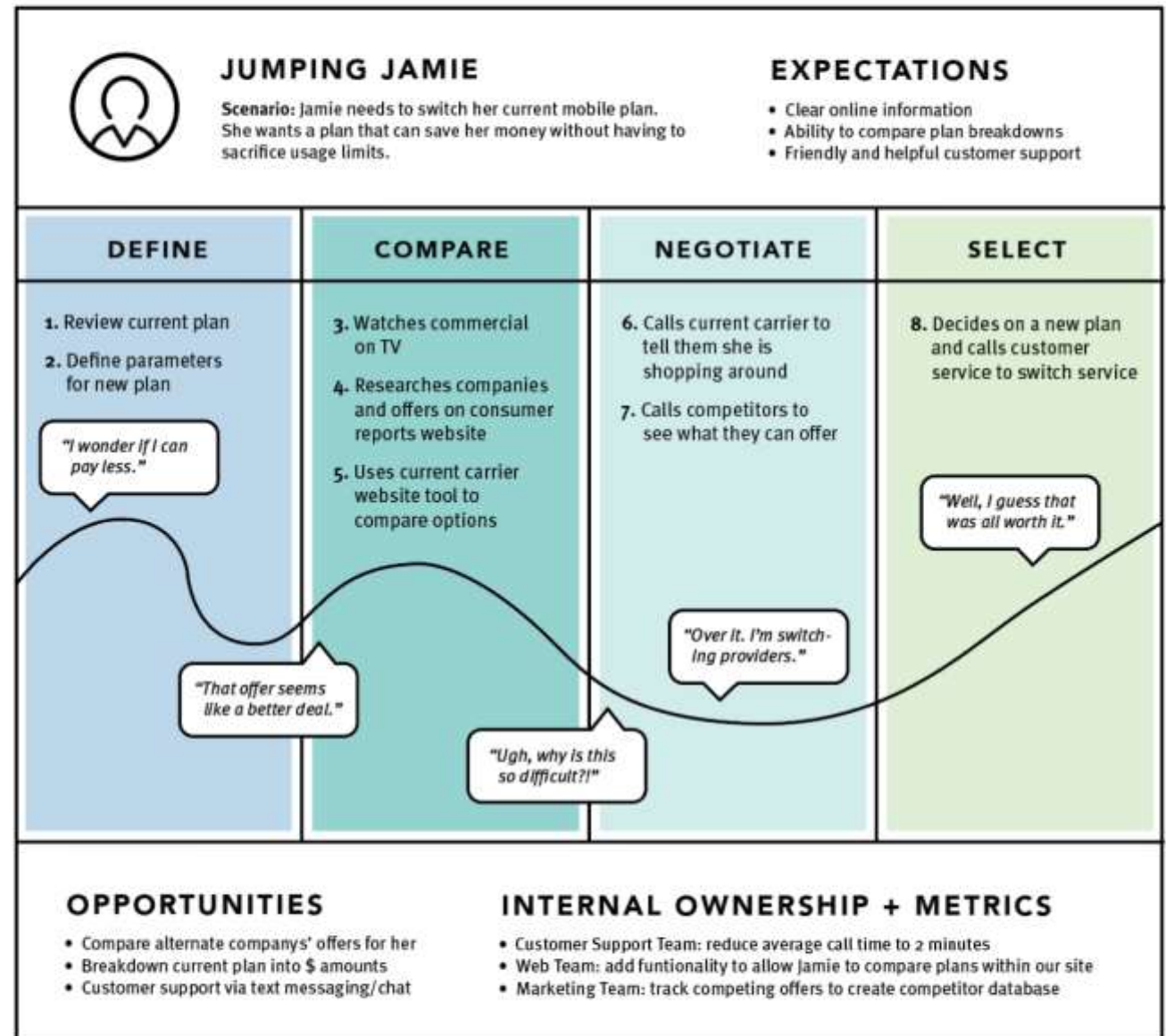
- Insights gained from mapping; they speak to how the user experience can be optimized.
- Insights and opportunities help the team draw knowledge from the map:
 - What needs to be done with this knowledge?
 - Who owns what change?
 - Where are the biggest opportunities?
 - How are we going to measure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



- 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.

CUSTOMER JOURNEY MAP *Shopping for a New Car*

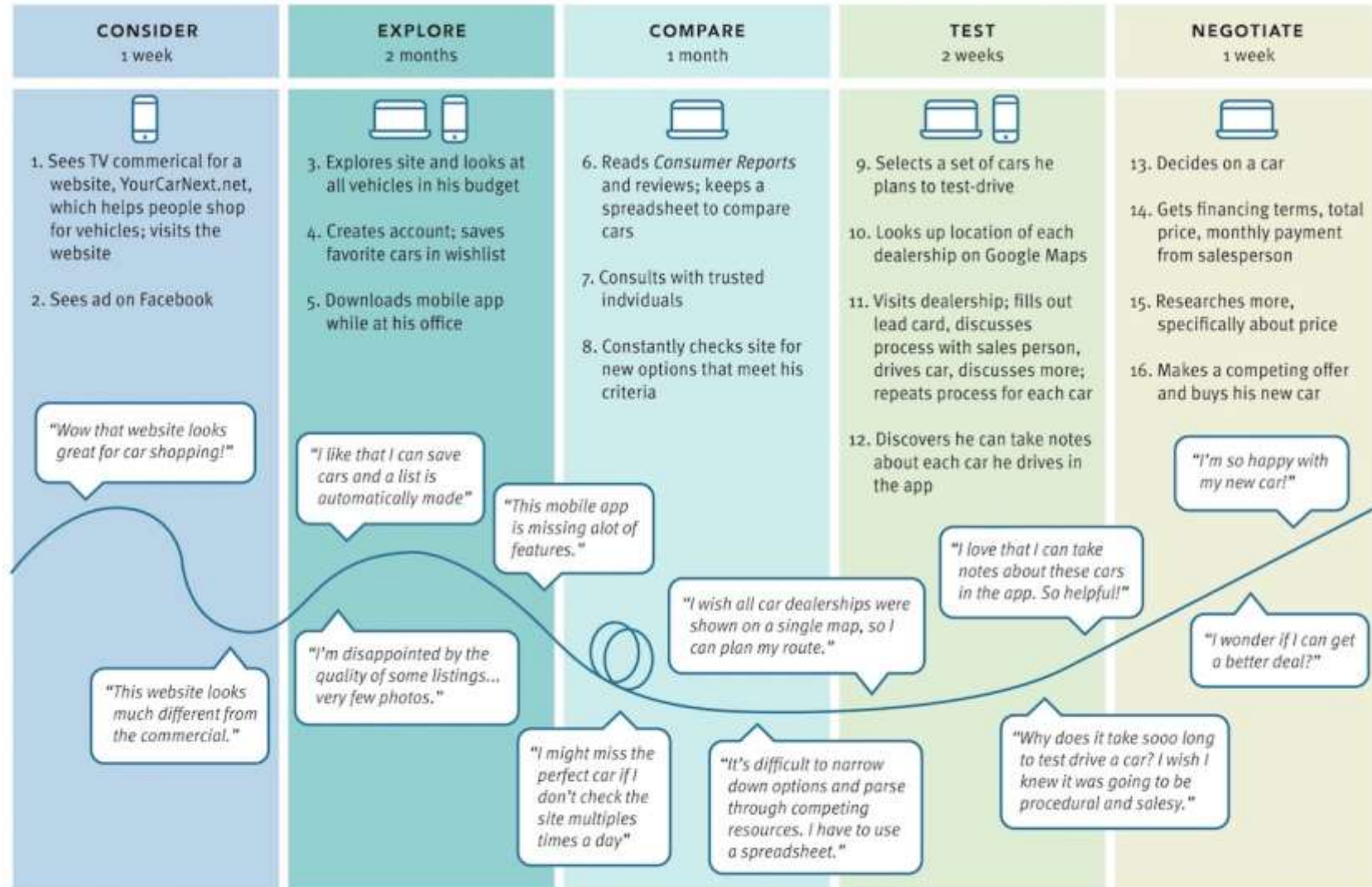


EMOTIONAL ERIC

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



FIRST UBER RIDE EXPERIENCE



JEN ASHBURN

32 years old
Full-time student with part-time job
Budget conscious
First time Uber user

GOALS

END: Use Uber App successfully, arrive at Lincoln Square Pancake House
EXPERIENCE: Stress-free experience getting to Lincoln Square Pancake House and avoiding parking/congestion; thrill of trying a new—potentially beneficial—experience
LIFE: Cost-consciousness, maximize offers; reliable, alternative means of transportation since she is a heavy commuter

DECISION TO USE

CHOOSE UBER

Save promotion on internet for a FREE ride
Wanted to get food, but avoid the hassle of parking

DOWNLOAD APP

Find on the App Store
Download the app
NERVOUS



SET UP ACCOUNT

REGISTER

Register new account
Choose outlet for creating account
Enter email and mobile number
Enter name



ADD PAYMENT

Choose method for linking payment
Redirected to third party site



VERIFY ACCOUNT

Choose verification method for mobile device's number
Alert for referral promo—choice to continue or skip (skip)
Receive verification code
Input verification code



REQUEST RIDE

SET UP RIDE

Choose to allow push notifications
Uber App does not let free ride
CONFUSED
Search for first ride promo
RELIEF
Input promo code "FEELING22" for a free ride up to \$22



REQUEST UBER

See wait time
Click "Set Pick-up Destination"
Input destination address
Request Uber
Option to scroll and pick driver
CURIOUS
Attempt to scroll and pick driver, but not moving
CONFUSED



RIDE UBER

FIND/ ENTER CAR

Phone call from driver asking for exact pick-up location
SURPRISED, BUSHED
See driver is in a Honda Accord on app
Walk outside to wait for ride
See "car" on GPS map arriving at location
See light sticker on car, not Uber (though Uber sticker is on windshield)
Enter back seat of car
EXCITEMENT
Driver shifts items from front seat to make room
Verify destination to driver
Driver provides option to keep windows down or turn on AC, choose to keep windows down



TAKE RIDE

Ride route to restaurant
Conversate with driver
Dropped off at destination



ARRIVAL

COMPLETE TRANSACTION

Arrive at destination
SATISFIED
Transaction automatically complete
Leave cash tip for driver, unable to tip on app
AWKWARD, WORRIED
Get receipt from app for transaction
SHOCKED
Alert to rate driver



"I hope I can figure this out, and figure it out in a timely manner"

"This experience really puts me in control of a lot of decisions! This is great"

"Have [unclear] But that's time consuming and feels intrusive to have it calling and texting randomly when I don't know if they are okay with that"

"I would have seen that the first ride is free, especially that is still offered, otherwise, I am nervous that this is going to cost me more"

"Yes! I'm happy I found a deal and it works"

"Oh wait! I want to see what other drivers you can see, and park and I can see they have ratings, and how has a 4.5, that's good"

"Why wasn't it scroll like it says you can?"

"Oh! I didn't realize I could the driver already! I thought I was supposed to select one. That was so quick! I said even minutes when I said see it, but that was only a minute or less"

"First ride?"

"I want to give the 'first ride' I can't because I don't have cash on me and they won't accept credit card. That is really inconvenient"

"Wow! I defer for a minute ride seems like a bit much. Probably would I choose to drive myself instead"

The initial appeal to download the app is not just to get where you want to go quickly and safely, but that the first ride is free. This element is crucial in the desire to download the app.

The app registration experience was quick and easy, the user simply input name, email, and phone number to register.

The experience of setting up the account is an empowering one. The user has a lot of control over the entire experience, including the payment method.

After registering and verifying the account, provide the steps of how to use features of the app within the app itself. People tend to use the app immediately after creating the account because the need is immediate. Displaying these steps will lead to ease of use and less uncertainty about features in the app.

Display a free ride promo code once Uber App has been downloaded and the user has registered. This will make it easier and more immediate for the rider to use the free ride and request an Uber.

The experience of requesting the Uber and choosing the driver puts the rider in control, which is an empowering experience compared to taking a taxi. Include prompt within the app that allows the rider to include number of passengers when requesting Uber. The driver will then know how many he/she is transporting, and riders won't feel intrusive by forcing the driver to move items around to make space for riders.

The Uber car was easy to identify because the app displayed the model of car that the driver would be driving. The driver also called as she was approaching Heron. Make it more apparent that the Uber has been requested and a driver chosen. This will help riders make sure they are ready when the driver arrives.

The driver was friendly and talkative. The car itself was spacious and comfortable. The driver, Sue, was considerate in asking for our preference of windows up or down. She spoke positive things about driver and rider security, which made us feel comfortable as riders.

Add a feature in the Uber App that allows the rider to tip the driver, rather than putting the pressure on the rider to tip in cash. This makes it easier for riders to tip and raises the likelihood that the driver will receive a tip. Allow for a running deduction off of the promo code within the app, since we did not use up all \$22. This will make the code more worthwhile for the rider if they take multiple, shorter trips.

CRITICAL ANALYSIS FOR ACTION

- Critical positive aspects of experience
- Critical points for improvement