

HELL



Journey Mapping Workshop | 09.10.20

Welcome

Norms

Stay present

Close other distractions

No spectators

Your participation is key, the conversation is the work

Wear the customer hat

Represent customer perspectives & needs

Take care of your needs

No hall pass required

Be open minded

Be generative and reserve judgment of new ideas

Keep focus

Help each other stay on task; we have a lot to cover

A journey map is a simple and powerful tool. It's the visualization of the experience of achieving a goal that involves using your product or service, from the perspective of the people who use it.

Our Brief

Today we'll build out a journey map together.

There will be a bit of synthesizing research, some analysis, sense-making, and storytelling as a group, and a small bit of brainstorming or opportunity-spotting.

Focus Area:

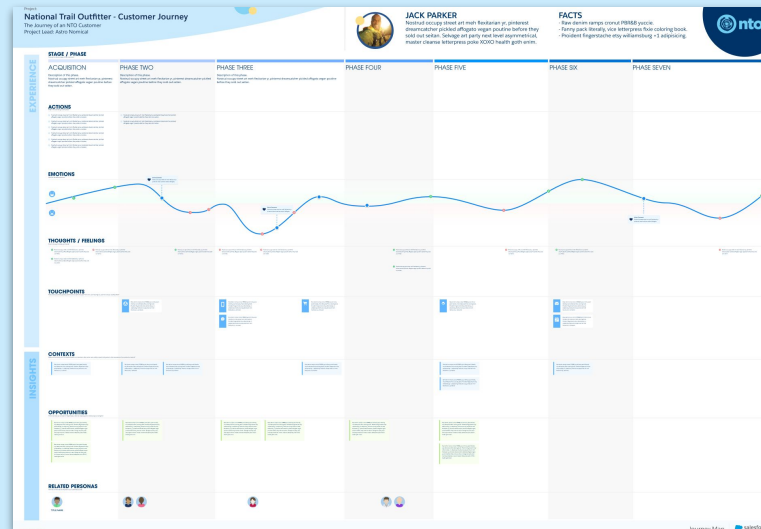
Tell them about what scenario your journey will focus on, and what will be excluded. For example, you might be examining the journey of taking a flight for business, from booking to arrival. This would exclude other factors, like holiday travel, and hotel transportation.

Audience

A bit about the persona or audience type you're designing for. This should be the group that will be most impacted or best served by the experience you're examining. Bonus points if you can include an image.

Business Objective

Your key business goal in creating this journey map. It should map to an objective metric, like improving the completion rate of a task, increasing visits to your app, or reducing support calls.



Today's Agenda

9:00 - 9:15	Welcome & Overview
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9:15 - 10:00	Review Work To Date
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10:00 - 10:30	Research Mining
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10:30 - 10:45	Break & Stretch
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10:45 - 12:00	Deep Dive Into Phases, Part 1
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12:00 - 1:00	Lunch
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1:00 - 2:45	Deep Dive Into Phases, Part 2
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2:45 - 3:00	Break & Stretch
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3:00 - 3:45	Overall Story Review
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3:45 - 4:45	Identify Opportunities
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4:45 - 5:00	Next Steps
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By the end of today...

We all understand the current user journey from the customer's perspective

We've increased our empathy for the customer's needs, feelings, contexts, and challenges

We have agreed on what's working—and what's not—for the customer across the journey

We have an early sense of what solution areas we'll recommend focusing on

Break Into Groups

Group 1: Acquire

First Lastname
First Lastname
First Lastname
First Lastname
First Lastname

Group 2: Onboard

First Lastname
First Lastname
First Lastname
First Lastname
First Lastname

Group 3: Engage

First Lastname
First Lastname
First Lastname
First Lastname
First Lastname

Group 4: Retain

First Lastname
First Lastname
First Lastname
First Lastname
First Lastname

Group 5: Advocate

First Lastname
First Lastname
First Lastname
First Lastname
First Lastname

Review Work To Date

45 min

Do the phases and actions in the journey resonate as true-to-life?

Did we miss anything?

Did we include anything unnecessary?

Research Mining

30 min

Comb through your research packets for key insights and quotes.

- 1 idea per post-it
- Don't put them on the boards yet, just collect them

Break

TIME FOR A STRETCH

Deep Dive Into Phases, Part 1

1 hour, 15 min

For each phase of the journey:

1. Group key insights and quotes based on themes. Use empathy to judge what's most important to customers.
2. Cluster and re-cluster themes until they feel clear and resolved. Aim for 3-4 for each square of your Journey Map.
3. Craft phrases for each important cluster in the thoughts and feelings, touchpoints, and contexts squares. Do not fill in opportunities yet.
4. Add them to the grid when you feel done

Lunch

GRAB SOME FOOD, TAKE A BREAK

Deep Dive Into Phases, Part 2

1 hour, 45 min

For each phase of the journey:

1. Group key insights and quotes based on themes. Use empathy to judge what's most important to customers.
2. Cluster and re-cluster themes until they feel clear and resolved. Aim for 3-4 for each square of your Journey Map.
3. Craft phrases for each important cluster in the thoughts and feelings, touchpoints, and contexts squares. Do not fill in opportunities yet.
4. Add them to the grid when you feel done

Break

TIME FOR A STRETCH

Overall Story Review 45 min

Tell the story, from start to finish.

Can you picture a real person having this experience, or does it sound like a Frankenstein, made up of several different people's journeys?

Which moments are most important for the customer, and how well does your experience serve them?



ACQUIRE



ONBOARD



ENGAGE



RETAIN



ADVOCATE

Identify Opportunities

1 hour

For each phase, identify opportunities and recommendations. Then ask yourselves:

Would these opportunities improve relationships or build compassion between the customer and others? Within communities?

Are you considering ways to assess readiness to move to the next journey phase?

Have you explored ways that values like inclusiveness or sustainability might inform your opportunities?

Next Steps

Polishing the story

Visualizing the map

Getting your feedback

Sharing the map

The background is a light blue gradient. In the top left, there is a large dark blue circle partially cut off, with a medium blue circle overlapping it. Below these are a small yellow circle and a tiny dark blue dot. In the bottom left, a large light blue circle contains the text 'THANK YOU' in dark blue. In the bottom right, a large light blue circle contains a large dark blue circle, a small yellow circle, and a medium dark blue circle.

THANK YOU