3.

Expanding Journeys with Al

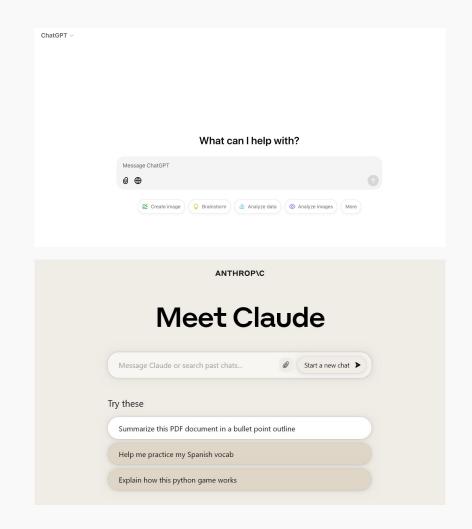
Dr. Brinnae Bent Artificial Intelligence MEng Large language models, like those used in ChatGPT and Claude, are AI models that are specialized in natural language.

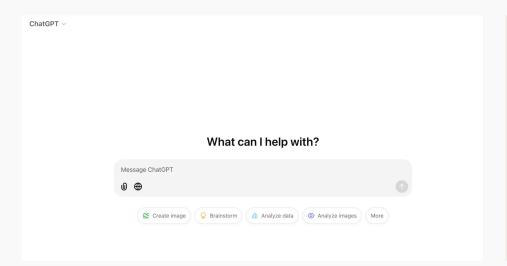
What they can be useful for:

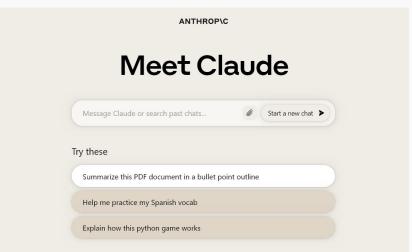
- Writing assistance
- Summarizing text
- Explaining things at different levels
- Brainstorming
- Thinking about different perspectives

What they should not be used for:

- Real-time info
- Factual guarantees
- Handling sensitive data
- Learning from interactions
- Replacing human expertise







Prompting Communicating intent to LLMs

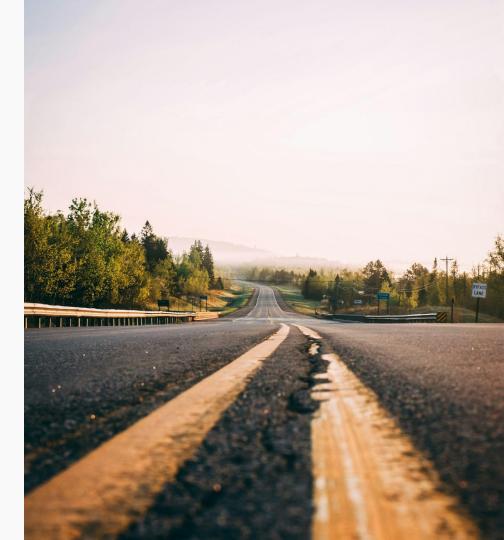
Prompting Tips and Tricks

- Be specific and clear about what you want
 - "Tell me about dogs"
 - Better: "Explain the key differences between German Shepherds and Golden Retrievers as family pets"
- Provide context and constraints
 - "Write a story"
 - Better: "Write a 300-word children's story about overcoming fear for ages 6-8"
- Break complex tasks into steps
 - "Help me design a website"
 - Better: "Let's design a website homepage. First, what are the key elements we need to include?"
- Use examples when helpful
 - "Write in a formal tone"
 - Better: "Write in a formal tone. For example, 'We respectfully request your attendance' rather than 'Hope you can come'"

Prompting for Journey Mapping

Be specific about:

- Who the user is
- What their goal is
- Which aspects of the journey you want to focus on
- The level of detail needed



Example Prompt

Create a detailed customer journey map for [specific user type] going through the process of [specific activity/goal]. Please include:

- 1. Key stages from initial awareness through completion
- 2. The user's actions, thoughts, and emotions at each stage
- 3. All touchpoints with the organization/product
- 4. Pain points and opportunities for improvement
- 5. Key metrics or KPIs for each stage
- 6. Timeline estimates for each phase
- 7. Critical moments that influence satisfaction
- 8. Supporting systems and departments involved

Please also highlight moments of truth that significantly impact the overall experience.

Claude Q Customer Journey Map for University Library Book Checkout >

- Create a detailed customer journey map for a person going through the process of checking out a book from a university library. Please include:
 - 1. Key stages from initial awareness through completion
 - 2. The user's actions, thoughts, and emotions at each stage
- 3. All touchpoints with the organization/product
- 4. Pain points and opportunities for improvement
- 5. Key metrics or KPIs for each stage
- 6. Timeline estimates for each phase
- 7. Critical moments that influence satisfaction
- 8. Supporting systems and departments involved

Please also highlight moments of truth that significantly impact the overall experience.

Claude Q Neurodivergent Student Library Checkout Journey >

- Create a detailed customer journey map for a neurodivergent person going through the process of checking out a book from a university library. Please include:
 - 1. Key stages from initial awareness through completion
 - 2. The user's actions, thoughts, and emotions at each stage
 - 3. All touchpoints with the organization/product
 - 4. Pain points and opportunities for improvement
 - 5. Key metrics or KPIs for each stage
 - 6. Timeline estimates for each phase
 - 7. Critical moments that influence satisfaction
 - 8. Supporting systems and departments involved

Please also highlight moments of truth that significantly impact the overall experience.





Exploring User Personas for Journey Mapping



Prompt: Create five detailed and diverse customer personas of a person going through the process of checking out a book from a university library.



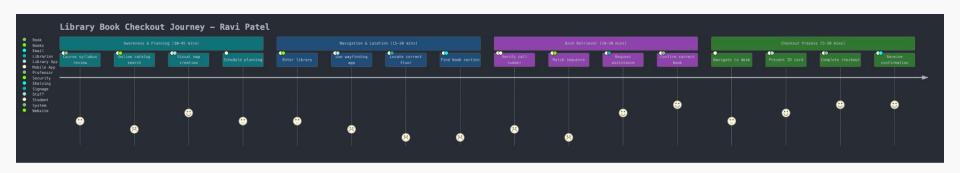
Prompt: Create five detailed and diverse customer personas of a neurodivergent person going through the process of checking out a book from a university library.

- Organized graduate student
- Rushing freshman
- Distance learning student
- International student
- Visiting scholar

- Student with ADHD
- Autistic student
- Dyslexic student
- Student with Tourette's Syndrome
- Student with Dyscalculia



Prompt: Create a detailed customer journey map for the user persona specified below going through the process of checking out a library book. <remainder of example prompt here> <entire user persona for Ravi Patel here>



Other use cases in journey mapping

- Assisting with the development of survey questions or interview questions for user research
- Rudimentary sentiment analysis on user feedback (there are better ways to do this from an AI perspective, but this is easy in a pinch!)