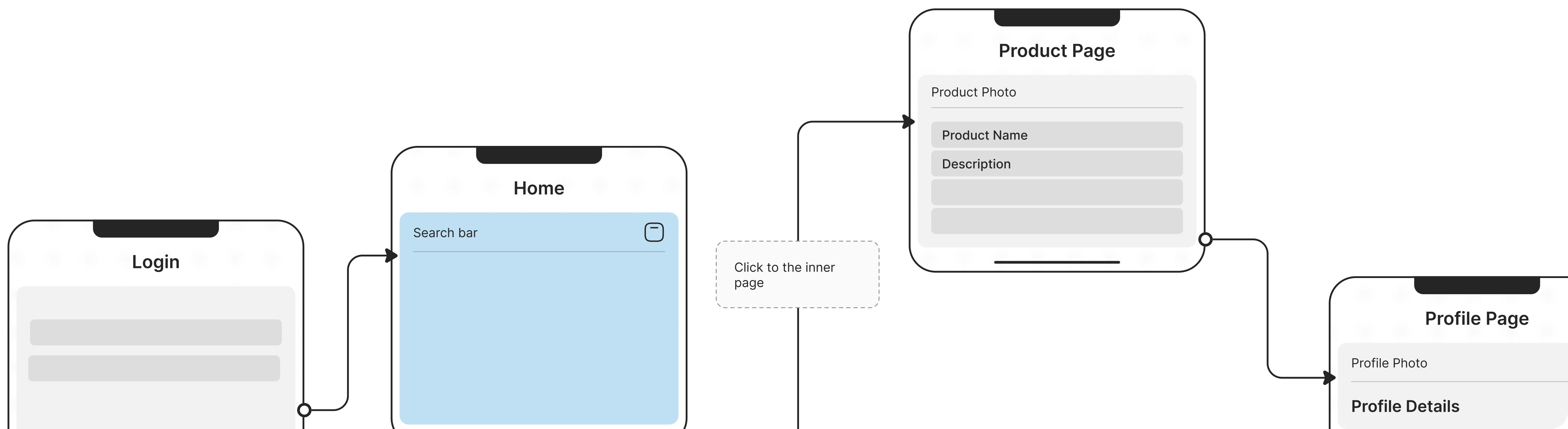




User Journey Map



A journey map is a visual model of the steps an individual takes to achieve a specific goal.

Journey maps vary in shapes, sizes, and formats, adaptable to different contexts and uses.

Goals of this methodology

The primary aim of a journey map is to gain deeper insights into the **customer's perspective**, empowering the enhancement of the overall Customer Experience (CX).

It serves as a compass to pinpoint areas of **friction**, uncover **potential innovation** opportunities, and streamline operational processes.

Ultimately, an effective customer journey map empowers informed **decision-making**, bolsters customer satisfaction, and catalyzes business growth.

Note: customize the elements of the journey map based on your specific requirements.

How it works

To build a journey map, organize a **co-design workshop**, inviting individuals from various areas of the company to the working table, such as stakeholders, product owners, developers, etc. You can either arrive with a **pre-filled journey** and refine it with the working team or **construct one from scratch** together.

1. Introduction

The workshop facilitator introduces the agenda and establishes **essential guidelines** for an interactive and effective workshop involving all participants.

2. User Flows

create **user flows** to outline the steps a user takes to complete a task within the app. This helps in visualizing the overall structure and ensures the app is logically organized.

3. Journey map

User introduction

At this stage, the designer introduces the **specific user persona** relevant to the journey.

Journey explanation

- The journey commences with an explanation of each aspect depicted in the **left-hand column**
- Subsequently, the hypothetical journey **is articulated** utilizing stages, screens, and user interactions.
- Participants are **encouraged to ideate** new concepts, functionalities, or raise queries while also identifying any dependencies on external systems/products.
- **Collaborative discussion** on the generated contents among participants follows.

Debrief

Post-workshop, the designer leads a **debriefing session** to review the proceedings with the participants.

Workshop Agenda

Organize **your schedule** according to your timetable and your activities.

- 1. 16:00 – 16:10** Welcome and introduction
- 2. 16:10 – 16:20** – Activity 01
- 3. 16:20 – 16:30** – Activity 02
- 4. 16:30 – 16:40** – Activity 03
- 5. 16:40 – 17:30** – Activity 04
- 6. 17:30–18:00** Follow up

Good basic rules

Provide straightforward **guidelines** to the call participants. These rules will help **set the expectations** for the call.

-  **Timebox:** let's respect the deadlines to achieve the goal
-  **Focus:** eliminate external distractions (messages – calls, etc.)
-  **Interact:** if we are present in this call, it's because we want to exchange contributions that are helpful to everyone
-  **Empathize:** let's try to think of the best way to help our user achieve the goal

User Flow

