



Journey Map.

Because not all those who wander are lost.

A description of the journey and interactions of a user across different touchpoints of a service

In Journey Maps, the interaction is described step by step as in the classical blueprint, but there is a stronger emphasis on some aspects as the flux of information and the physical devices involved. At the same time there is a higher level of synthesis than in the blueprint: the representation is simplified through the loss of the redundant information and of the deepest details.