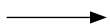


# JOURNEY MAPS

→ Cheat Sheet

Journey maps visualize the experiences a user or customer has over time. Like a movie tells a story of an actor as a sequence of scenes, a journey map illustrates your persona's experiences as a sequence of steps.



Start out with the central point of your service.  
What happens before? What happens afterwards?

## BASIC STRUCTURE

## 1 STAGES

Stages give a map an outline, like:  
pre-service, service, post-service ...

## 2 STEPS AND TITLES

Each journey consists of a sequence of steps (activities, touchpoints, micro-interactions, etc).

Give each step a short title summarizing your persona's experience and activity.

### 3 STORYBOARD

Real photos, screenshots, or other visuals are helpful to tell your persona's story. Plus: others can navigate the journey map more quickly and empathize with your persona.

4 TEXT LANE

Add additional information to describe your persona's experience even further. You can add different lanes for needs, KPIs, thinking, ideas, improvements, key learnings, etc.

**5 CHANNEL LANE**

Icons help to illustrate the channels your persona uses or could use for each step.  
Who is responsible for each channel?  
What can you influence?

## 6 EMOTIONAL JOURNEY

This graph illustrates your persona's satisfaction per step on a simple 5-point scale from -2 to +2.

## 7 DRAMATIC ARC

Use a dramatic arc to illustrate the rhythm of an experience. When is a persona relaxed and when excited? Each step is evaluated on a 5-point scale from 1 (low) to 5 (high).

## 8 ADD MORE PERSONAS

Add more personas to compare experiences of different customer groups, employees, etc.



As soon as you have the feeling that your map is finished, ask yourself the following questions:

- ▶ Is the beginning really the beginning?
- ▶ Is the end really the end?
- ▶ Did I miss anything in between?

**CLICK HERE TO OPEN**  
this customer map in Smaply.



## JOURNEY MAP (SMAPLY PDF EXPORT)

## Buying a Cup of Coffee

Café Bean

22 February 2017

1

2

3

4

5

6

7

8