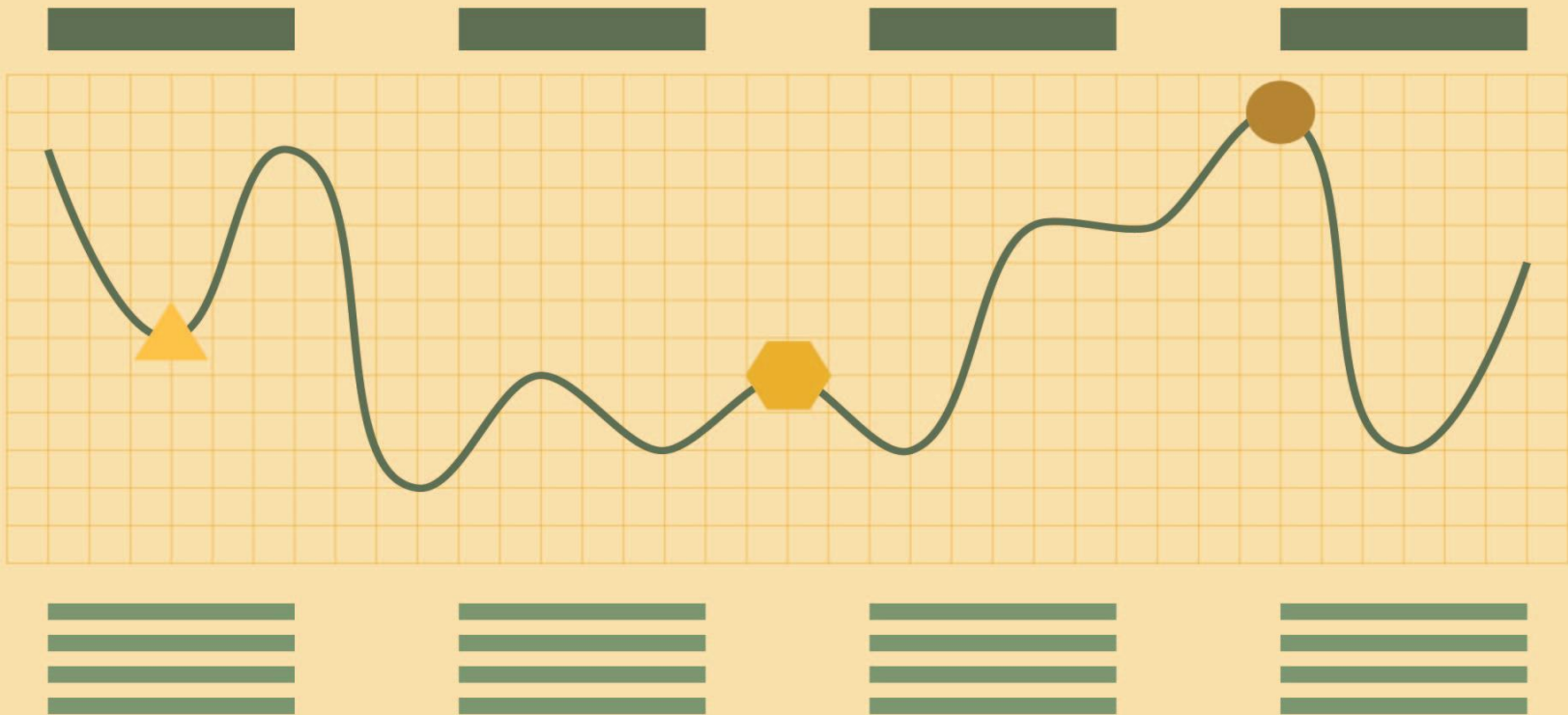


Don't Stop Believin'

Using Journey Maps to Understand how People Traverse a System





Quick Recap.

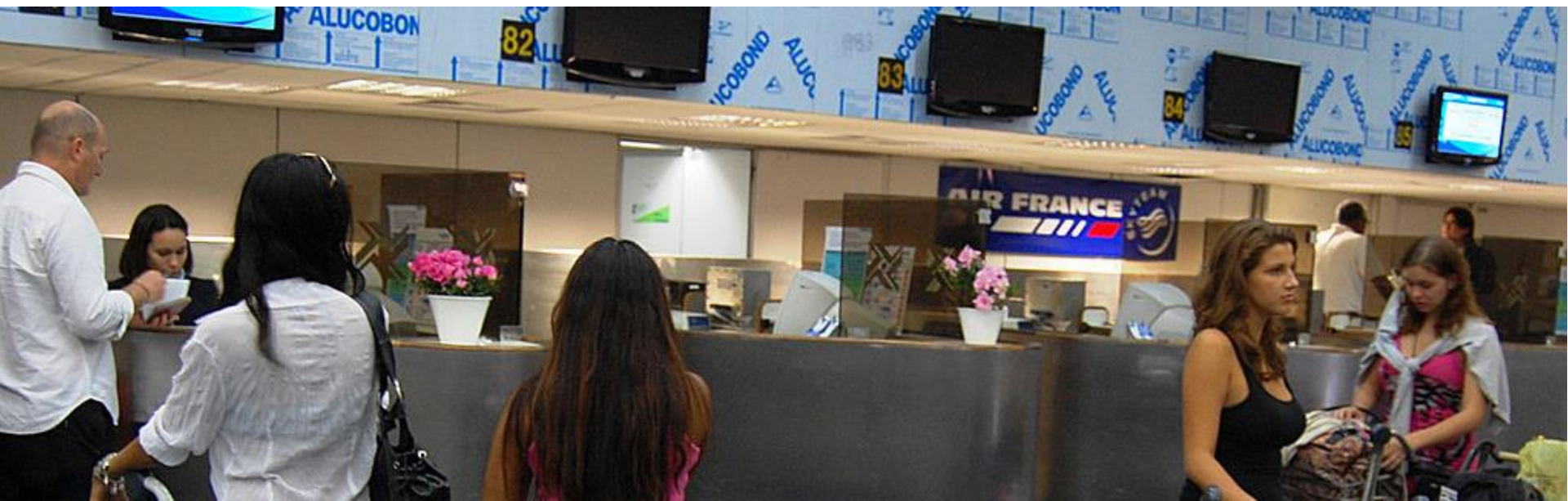
A service is a way of delivering or exchanging value, between people and/or organizations.



**A service can be a one-way,
two-way, or multi-directional
transaction.**



A service is made possible by a range of human, technological, and organizational resources, but also by social norms and patterns we all share.



A service might be thought of as a single moment, or as a bundle of moments unfolding over time.



Services are more than just the right *functions*; the experience itself is important to success.



Services are embedded in systems, while also constituting systems themselves.



Four Questions to ask about a Service

Who engages with it and what are their goals?

When does it start and when does it end?

What are the component parts and how might they relate to one another?

What emotions are you hoping people feel?

A good service has:

Consistency of intent across moments.

Smooth hand-offs across the service.

Moments of truth leave positive impressions.

Robustness over time inspires trust.



Today: Overview

Learning Objectives

- Understand what a journey map is, and where it fits in a design process.
- Understand the major component parts of a journey map.
- Understand how to gather and plot data on a journey map.
- Understand how to move from mapping to prototypes.



**Journey
Mapping**



Impromptu Networking



Rapidly Build New Connections | 3 Conversations X 4 Minutes



Journey Mapping

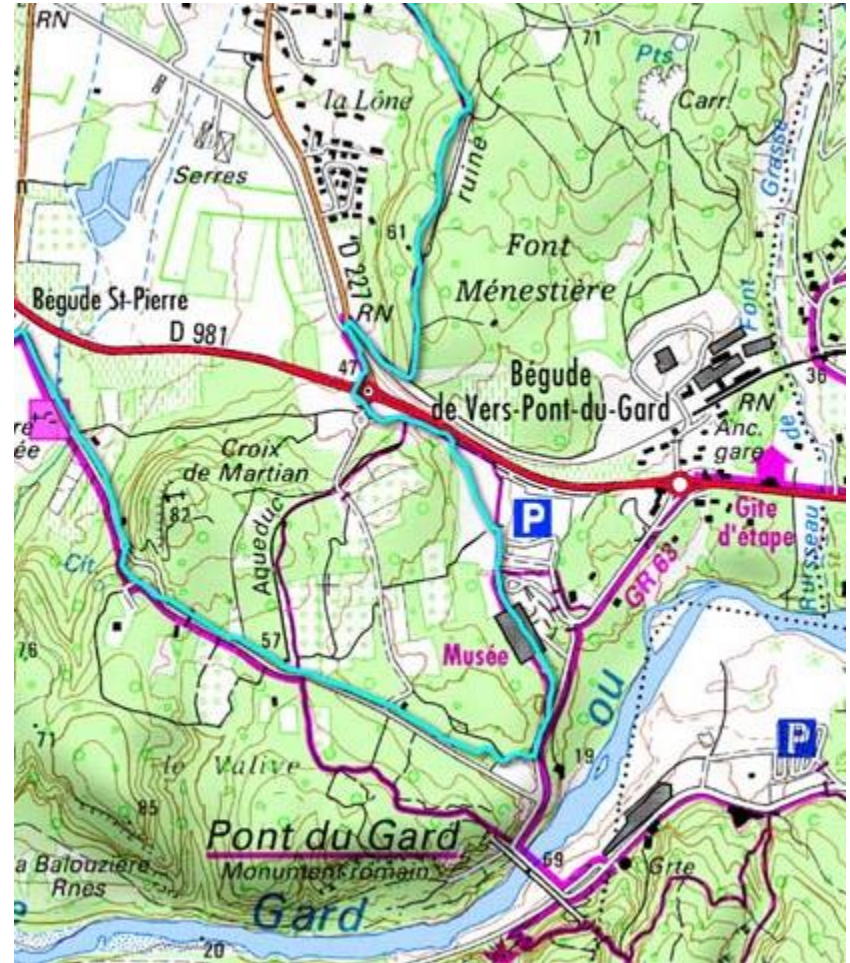
A ‘journey’ refers to specific sets of actions, behaviours, contexts, and artifacts that are connected into a single experience in pursuit of a goal.

Default Thinking



Thinking Through Journeys

- Understand system linkages along the path
- Build empathy for people navigating the system
- Understand diversity of experiences
- Identify places to intervene





Actions/Outcomes/Services



Emotions



Linearity



Agency



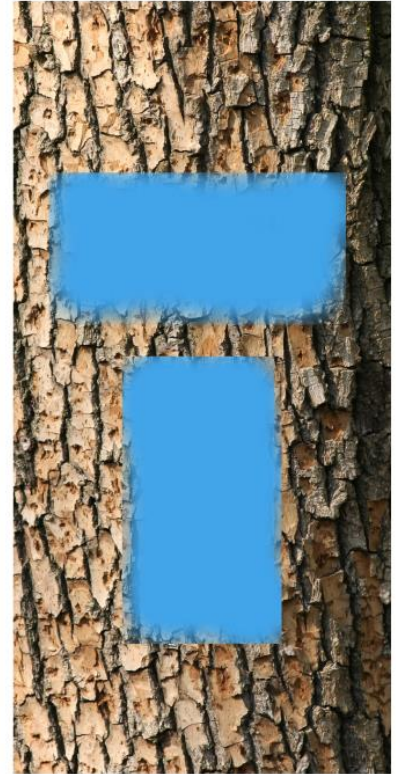
Straight Blaze



Trail Turns Left



Trail Turns Right

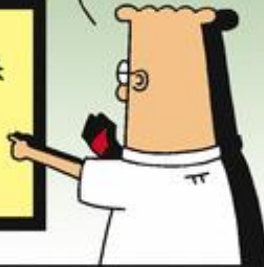
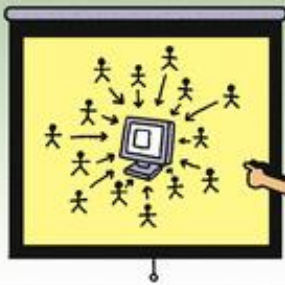


End of Side Trail

Sign-posting

Understanding People

WE INTERVIEWED HUNDREDS OF USERS AND TURNED ALL OF THEIR SUGGESTIONS INTO FEATURES.



Dilbert.com DilbertCartoonist@gmail.com

AS IT TURNS OUT, EVERY USER WE TALKED TO WAS AN IDIOT, AND THEIR DUMB SUGGESTIONS RUINED OUR PRODUCT.



5-7-12 ©2012 Scott Adams, Inc./Dist. by Universal Uclick

IN HINDSIGHT, WE PROBABLY SHOULD HAVE TALKED TO PEOPLE WHO WORK OUTSIDE THIS BUILDING.





Get Packing



What is Design Research?



Systematic inquiry

Focuses on understanding behaviours, needs, and motivations

Process of understanding the impact of a design on people



Asking people what they like

Only engaging the end-user(s)

A templated approach

Science

Why Research?

Discover needs & desires.

(Re)Frame topics or challenges.

Test assumptions.

Uncover blind spots & biases.

Improve robustness of decision-making.



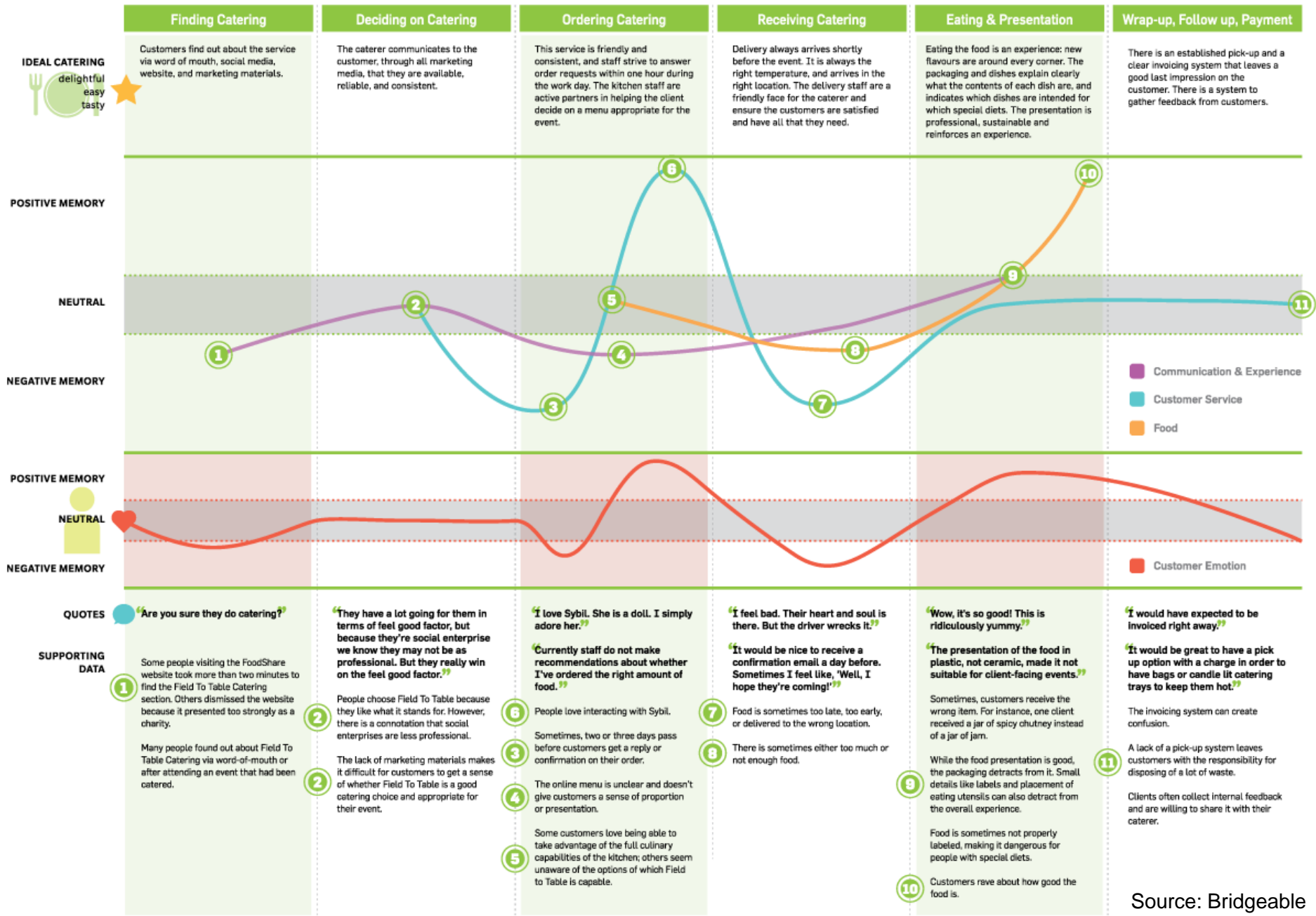
What is Journey Mapping?

A journey map is a visual representation of qualitative and quantitative data about how a person or people move through a journey or experience.

Why Journey Map?

- Crystallize key common moments in a journey
- Build a shared understanding of the world
- Develop an evidence base and make it accessible to support decisions
- Story-tell with stakeholders





FOSTER YOUTH EXPERIENCE MAP

To view more family strengthening and youth agency building opportunities, visit FYL.MF.Gov

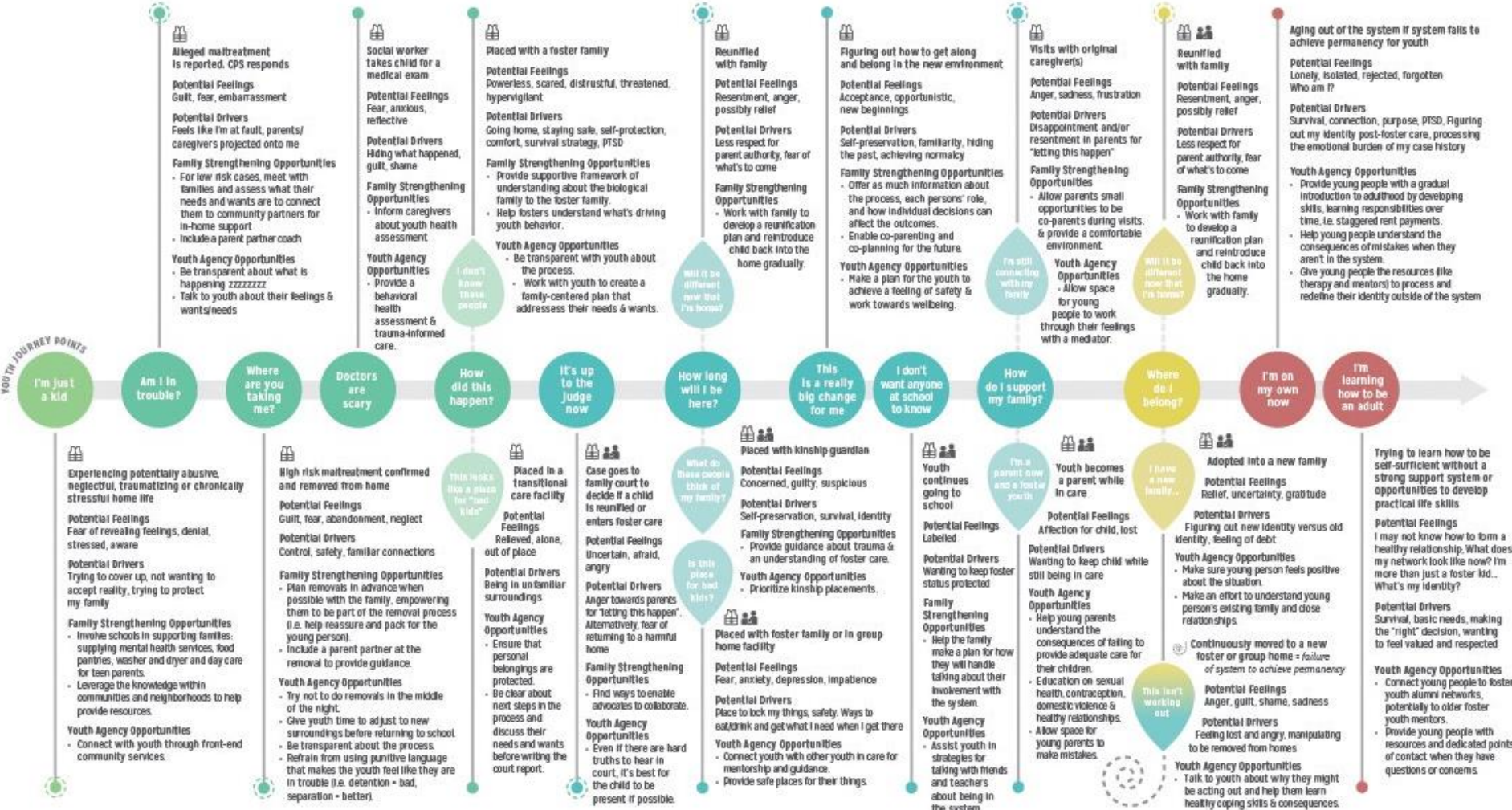
KEY

Critical moments when families can be supported instead of stigmatized

What is typically prioritized by the system:
 Safety
 Permanency
 Wellbeing

This is not always a linear path, and every experience is complex. Kids can cycle backwards from right to left at any time.

YOUR JOURNEY POINTS



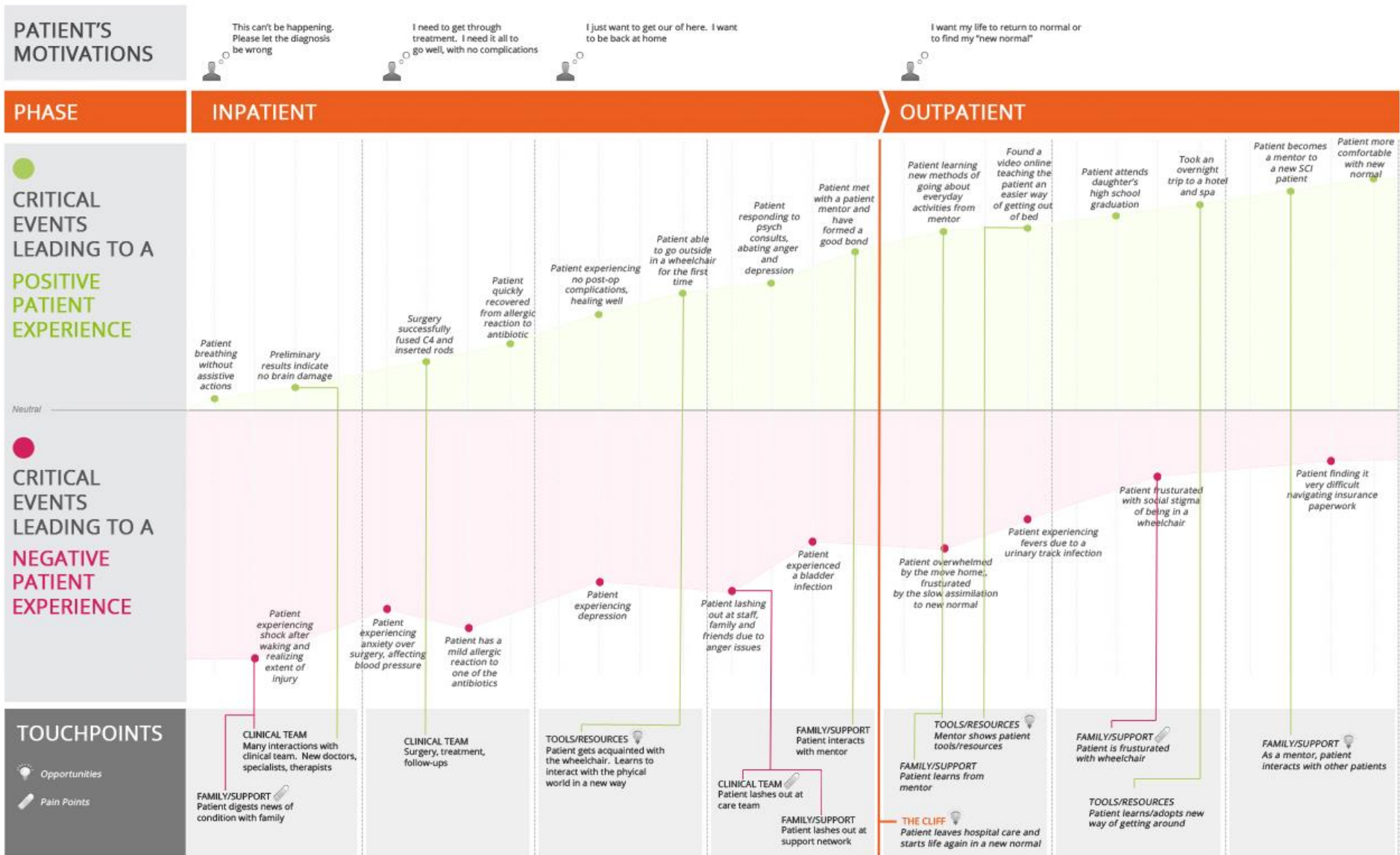
Source: Emily Ianacone

<https://medium.com/presidential-innovation-fellows/co-designing-a-healthy-future-for-foster-youth-families-f70562b67227>

PATIENT JOURNEY MAP

This sample patient journey map is provided by
Follow us on Twitter: @macadamianlabs

macadamian



CUSTOMER JOURNEY MAP *Example (Switching Mobile Plans)*

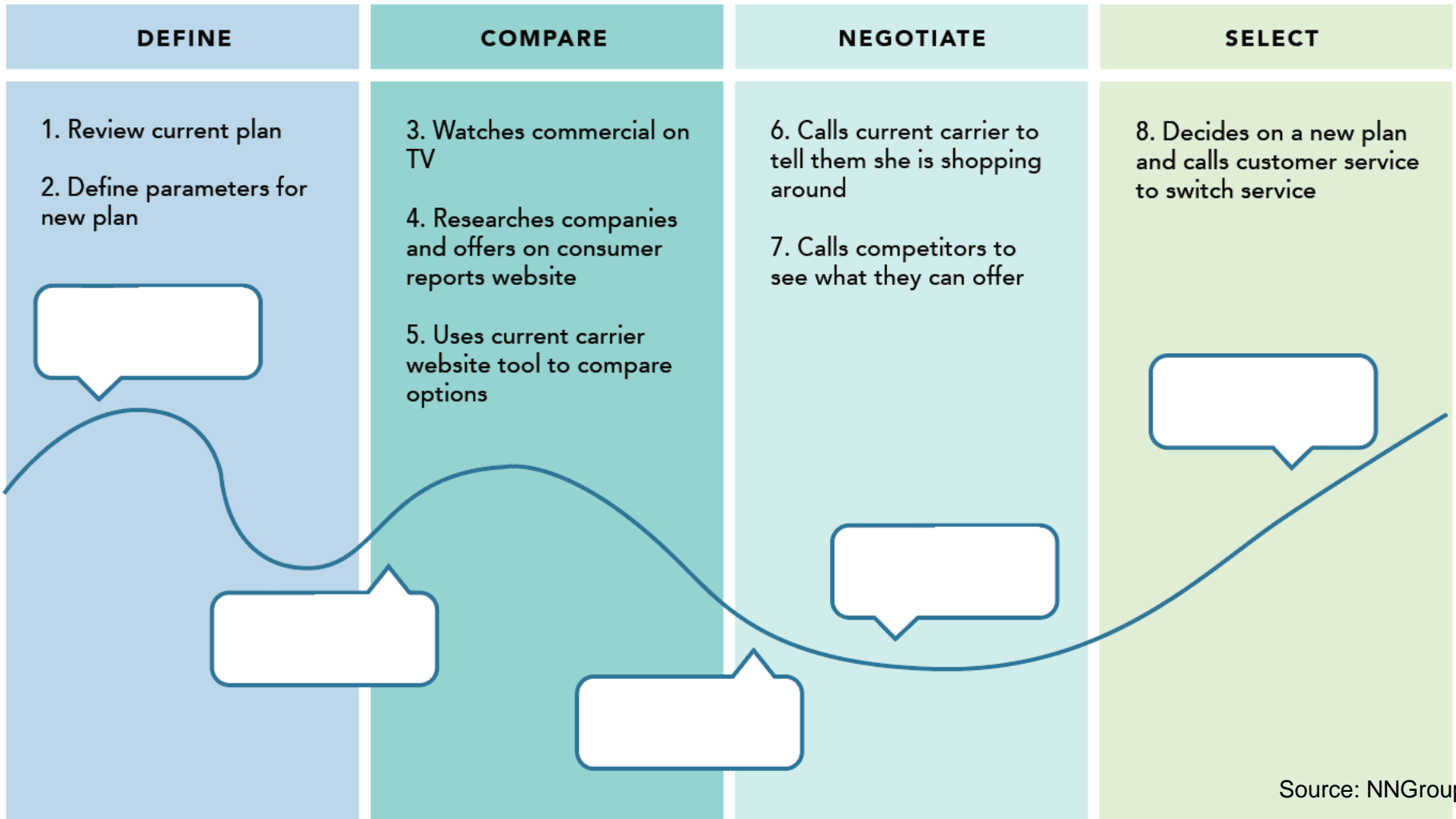


JAMIE

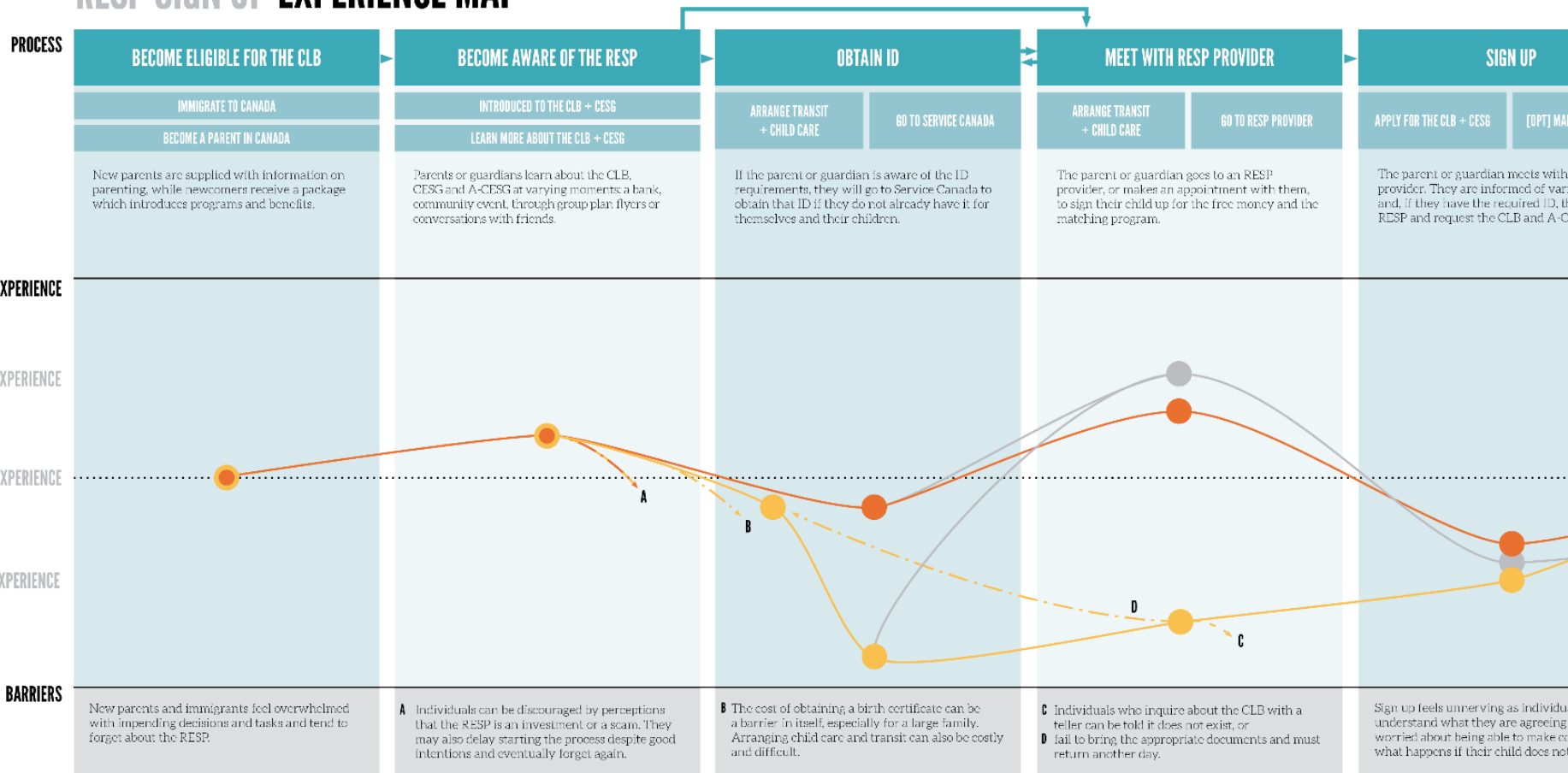
Scenario: Jamie needs to switch her current mobile plan. She wants a plan that can save her money without having to sacrifice usage limits.

EXPECTATIONS

- Clear online information
- Ability to compare plan breakdowns
- Friendly and helpful customer support

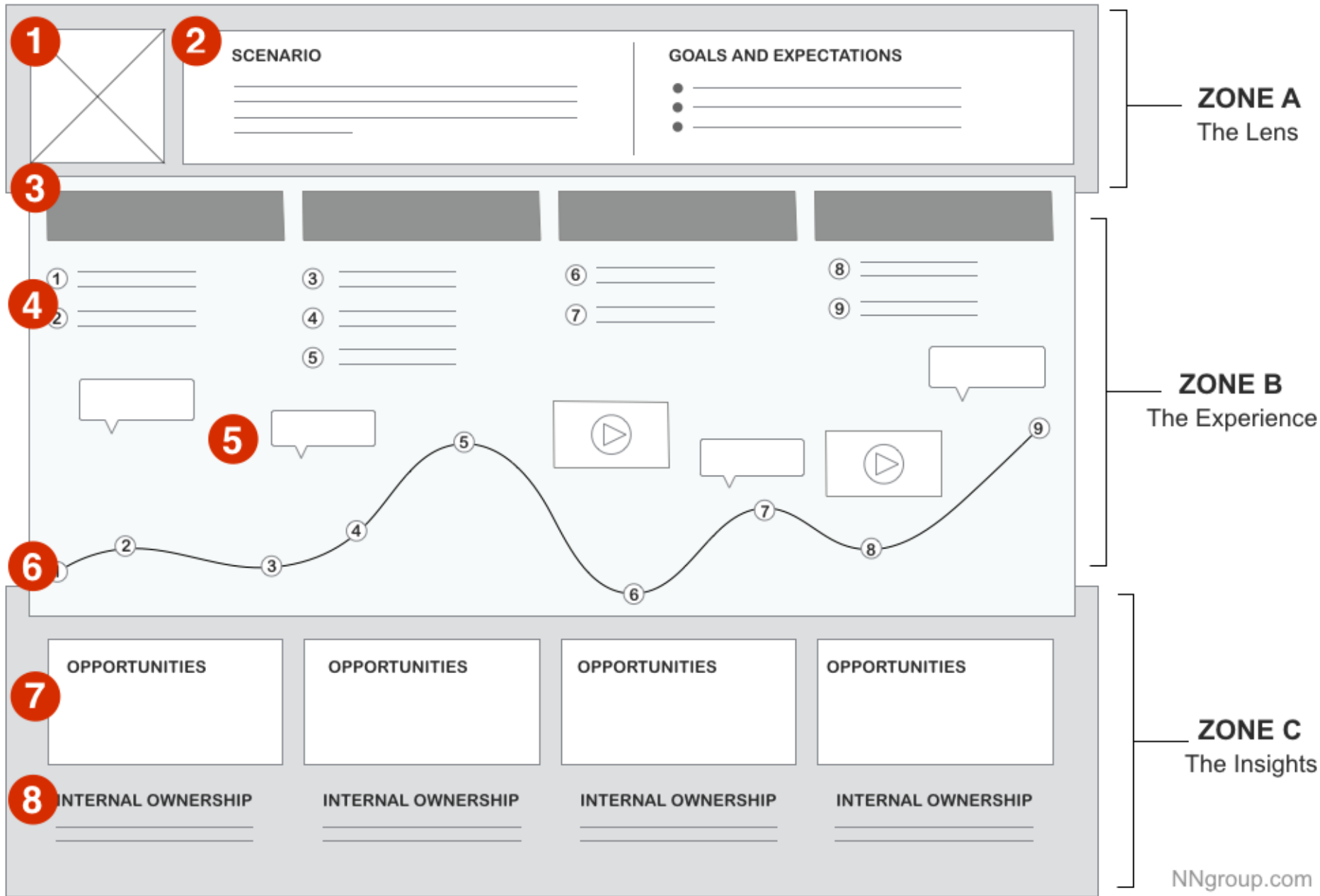


RESP SIGN UP EXPERIENCE MAP



Source: Bridgeable

<http://bridgeable.com/resps-for-low-income-families-co-creating-solutions/>



How might journeys and systems thinking fit together?

Build Your Own Journey Map

INDIVIDUALLY

Reflect on Opening a Bank Account

Reflect on your own experience: what was it like to open a bank account?

- What were your **goals**?
- What were the **pieces** of the process?
- When did the process **start** and **end**?
- What **emotions** did you experience?

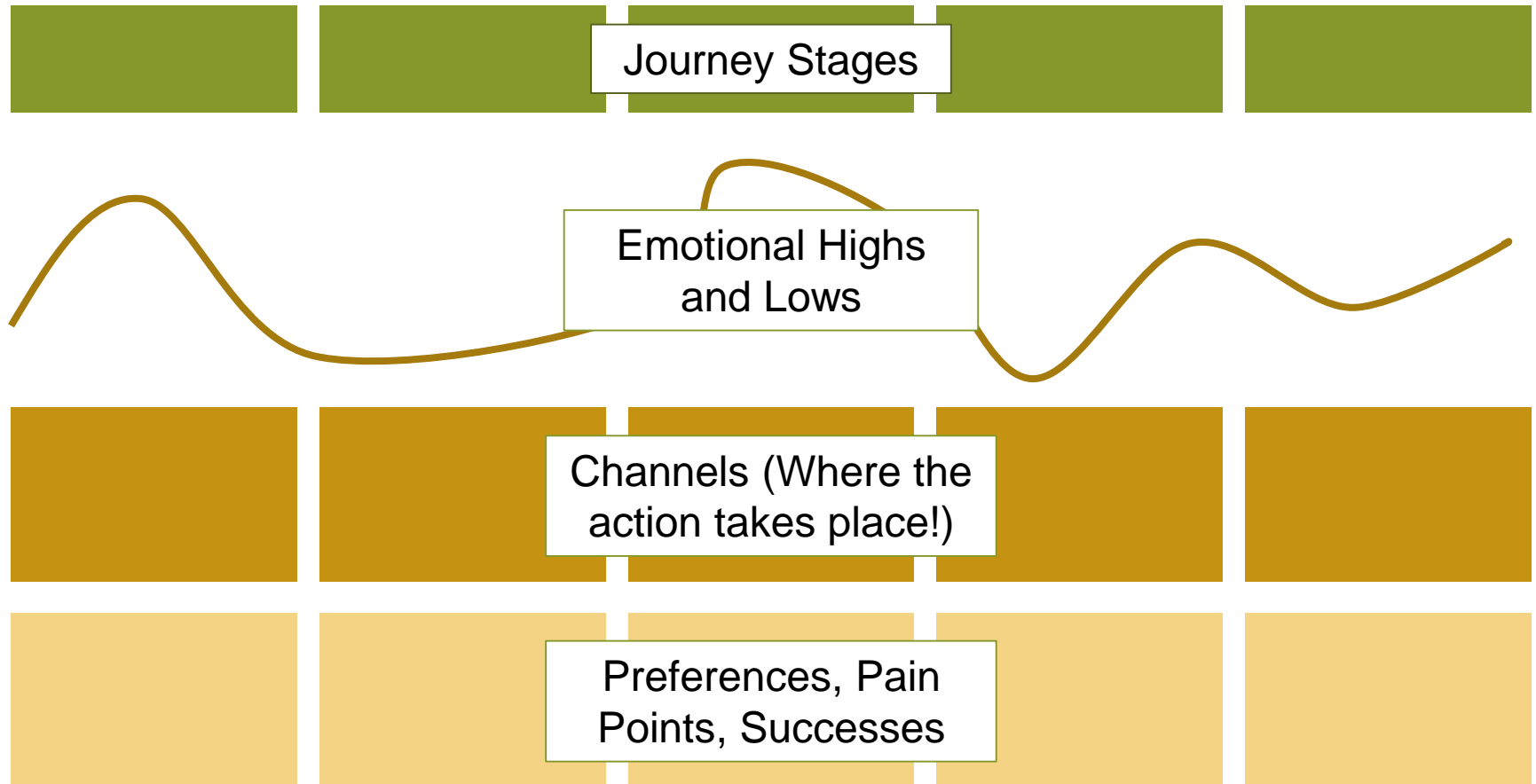


Groups:

- **A. End-to-End**
Map the journey of getting a new bank account, from start to finish
- **B. Exploration**
Map the journey up to the point of being ready to open the account
- **C. Crossing T's, Dotting I's**
Map the journey of opening only (nothing before or after)
- **D. Using Your Account**
Map the journey of using your account after you've opened it
- **E. Beyond the Bank Account**
Map how you would seek additional products after opening an account

GROUP:

Build a Map



**How can we
interpret it?**

**Build off of the analysis
you've already done.**

**Use it to guide a
conversation and build
alignment.**

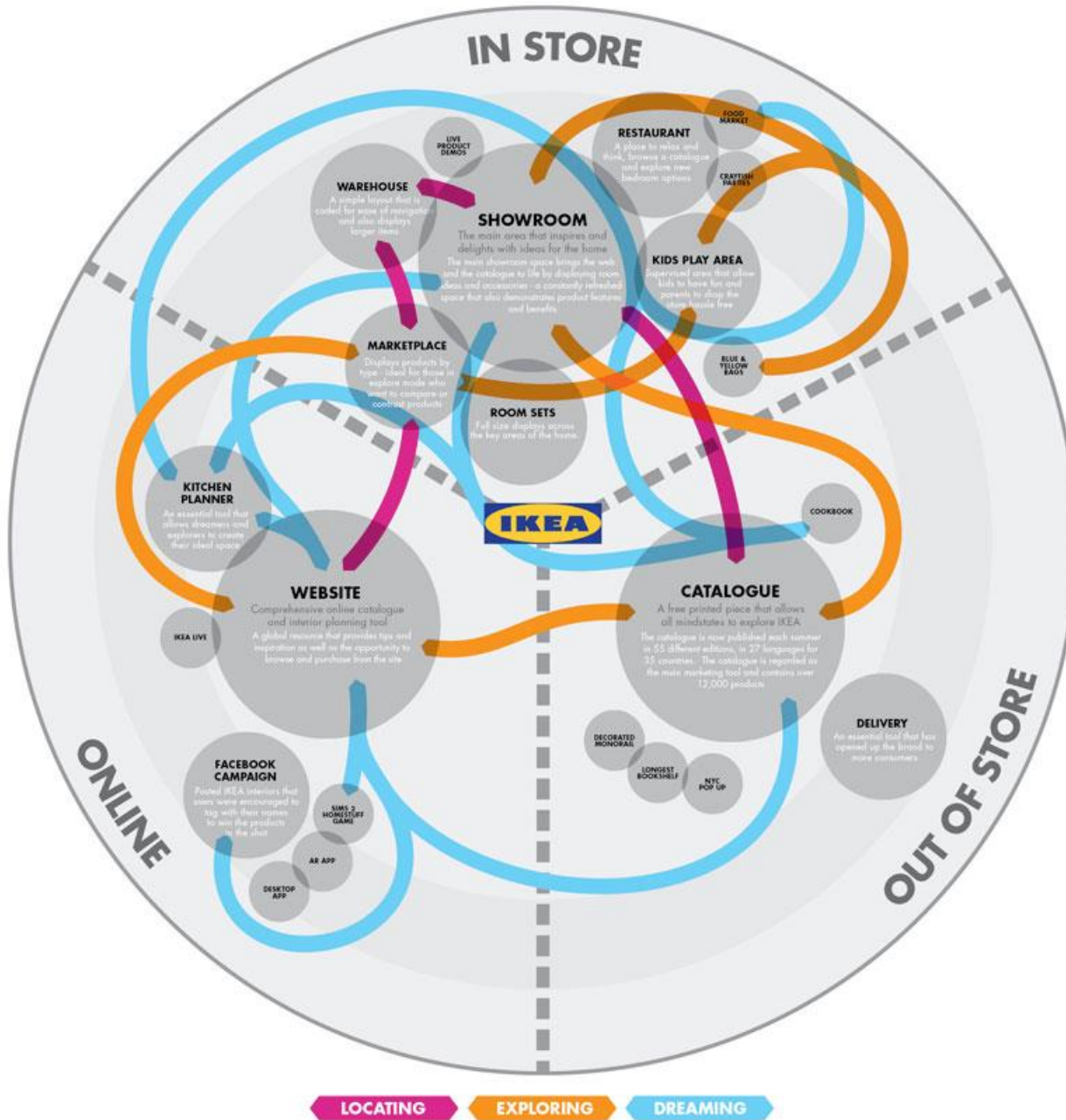
**Derive principles from
frictions, desires, and
moments of truth.**

**Look for patterns in where
the breakdowns or
moments of truth are.**

Use it as a tool to gut-check learning.

Have a conversation about investment.

Thinking with journeys in complexity.



LOCATING EXPLORING DREAMING

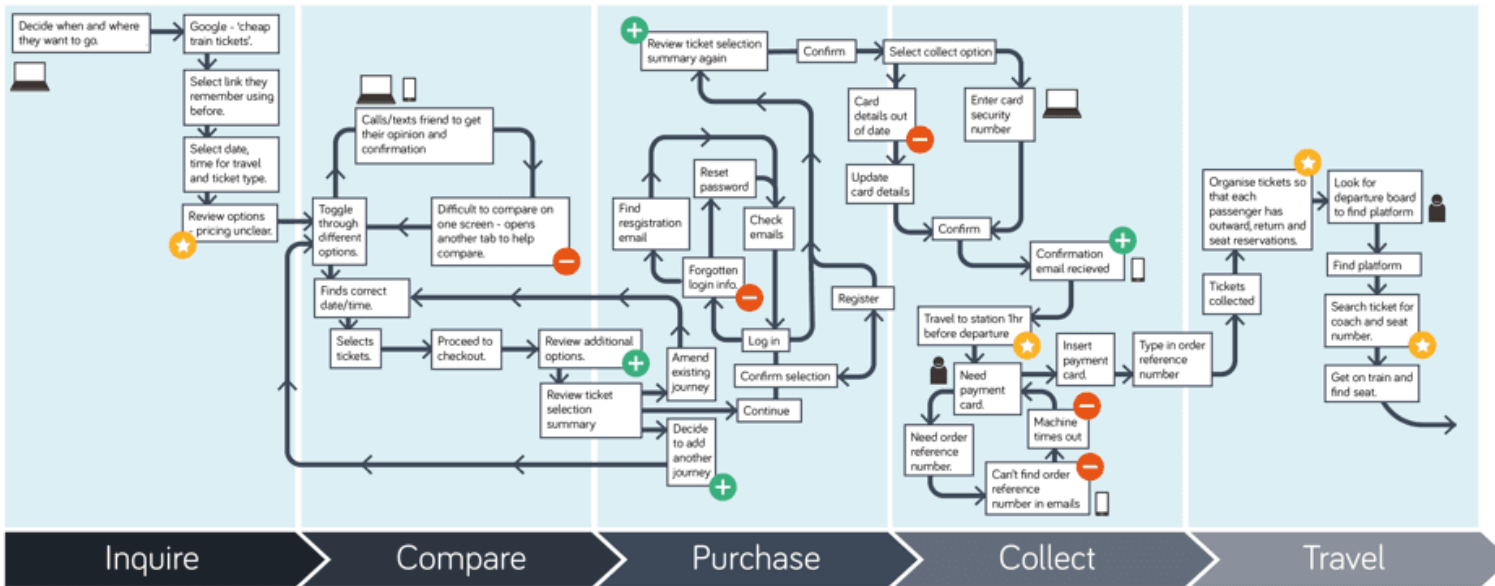
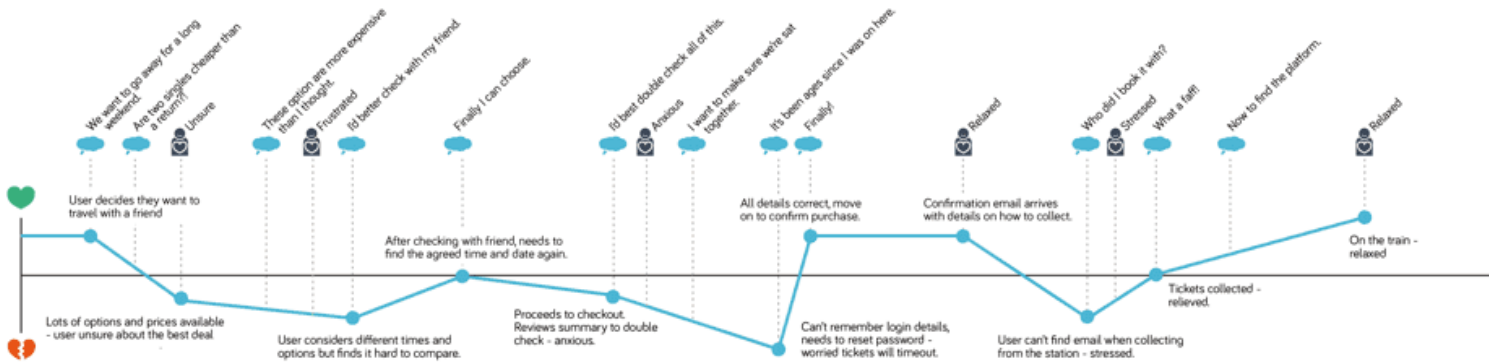
SPOTLESS



Name: Sally Rhodes
Occupation: Marketing Assistant
Gender: Female
Age: 25
Family: No
Salary: £30k
Hobbies and interests: Shopping and drinking with friends.



- Key motivators**
- Wants to be able to book online
 - Wants to share her booking
 - Uses her phone to manage her life
 - Finds it hard to stick to deadlines
 - Hates feeling out of control
 - Loves finding the best deals



Description
 Users begin their search through search engines like Google. Their aim is to find the best deal i.e. cheapest, most direct tickets.

Recommendation
 Ensure your travel options are clearly priced, with all add-ons included to help users make a quick decision. Offering cheaper alternate dates may be helpful, or indicating where there may be potential savings is beneficial to help users understand their choices.

Description
 Users can see that other options may be cheaper but less convenient. To try and compare their options, users open multiple tabs - but worry options will time out.

Recommendation
 Consider how options could be compared by price, time, date or convenience. Allow users to select their most important criteria and highlight the option that best suits their needs.

Description
 For users who buy tickets occasionally, the log in/registration process is an extra step, which may risk users leaving the process.

Recommendation
 Reduce the amount of effort users need to go through to find their log in details by enabling them to answer security questions (or other means).
 Ensure that once logged in that users are taken straight into the check out process.

Description
 Collection from ticket machines in the station means users need to have all details ready when they try to collect. This stage can often cause stress and anxiety.

Recommendation
 Send a reminder email 24 hours before departure so that reference numbers can be found easily.
 Clearly indicate that the payment card will also be required, or allow an option during the booking process to simplify collection.

Description
 Once users have their tickets, they look to see what coach and seat number they are. All tickets, seat reservations and even the receipt look the same, which can cause confusion.

Recommendation
 Consider redesigning your self-collection tickets to make it clear which is the actual ticket, seat reservation and receipt.

- Key:**
- User thoughts (blue speech bubble)
 - User feelings (person icon)
 - Smart phone (phone icon)
 - Tablet (tablet icon)
 - Computer (laptop icon)
 - In-person (person icon)
 - Delight factors (green plus)
 - Pain points (red minus)
 - Opportunities (yellow star)
 - Happy emotions (green heart)
 - Unhappy emotions (red heart)

**What might be
some pitfalls of
journey mapping?**

Journey mapping isn't a magic bullet – but often people think it is.

People can fixate on the artifact, not the process that produces it or the process it enables.

**Thinking of it as an output
can kill momentum.**

Small sample sizes can skew your efforts.

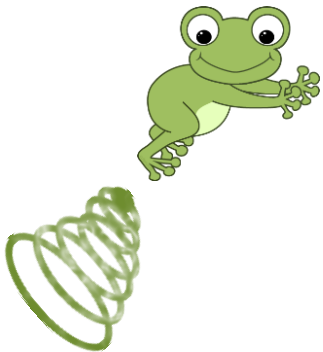
**It might bias us towards
the status quo (but other
methods can help us here).**

Prototyping from Journey Maps



**We can't stop at
journey mapping!**

**We have to turn
knowledge into action.**

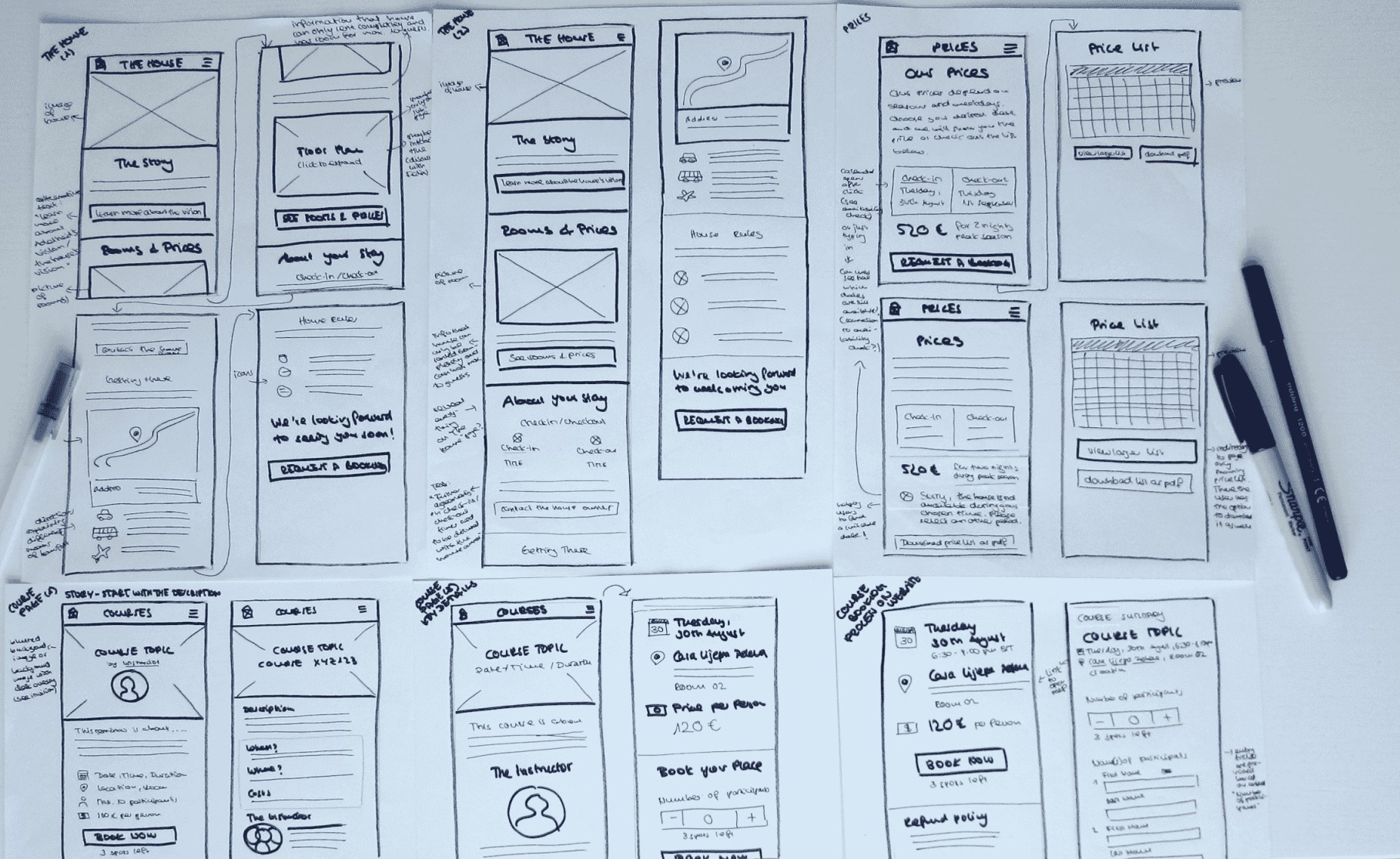


**It lets us test whether
we've picked the right
moments of truth.**

**It lets us clarify our
understanding of what the
gap might be.**

It helps us understand how various journey components fit together into an “experience”.

It can start to give us a sense of where we require more investment, and where we require less.

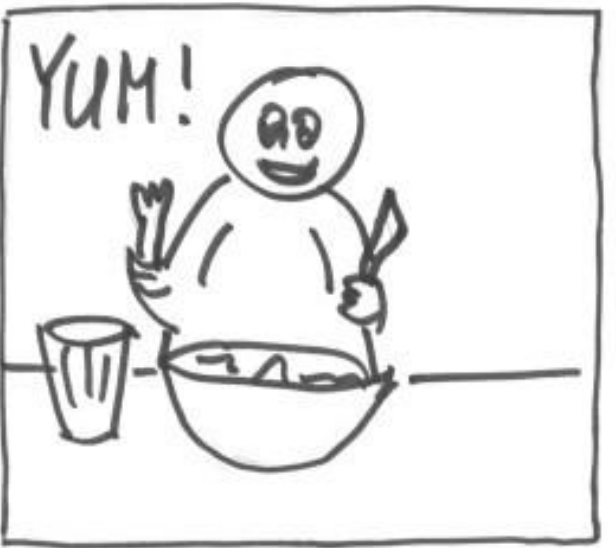
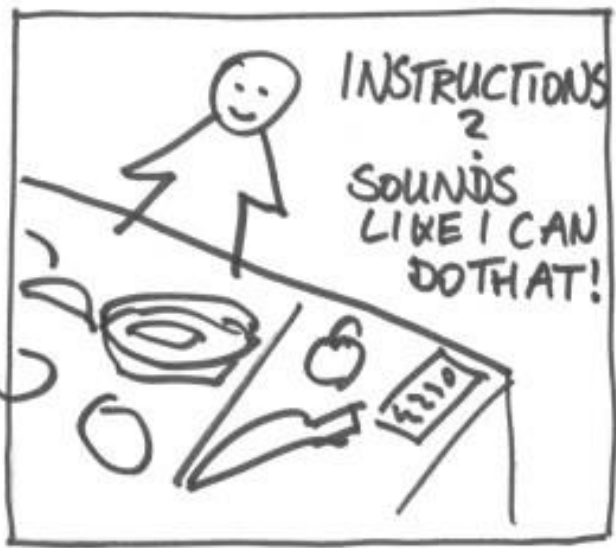


In-Channel Prototyping



In-Channel Prototyping

Source: Martha Eierdanz



Cross-Channel Prototyping

Let's Storyboard!

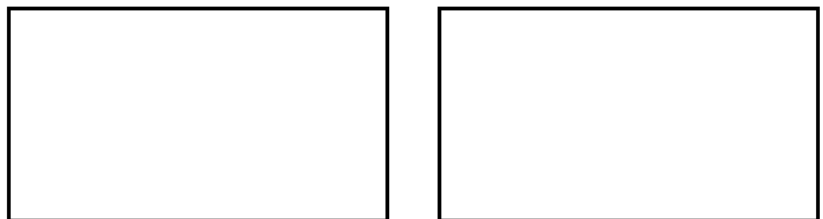
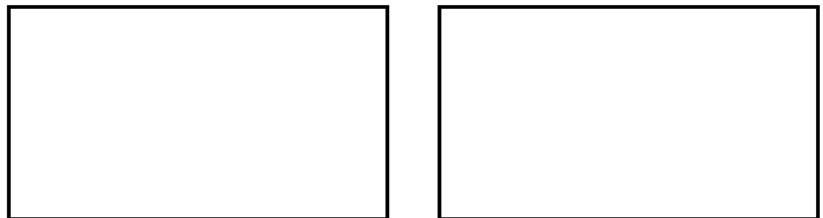
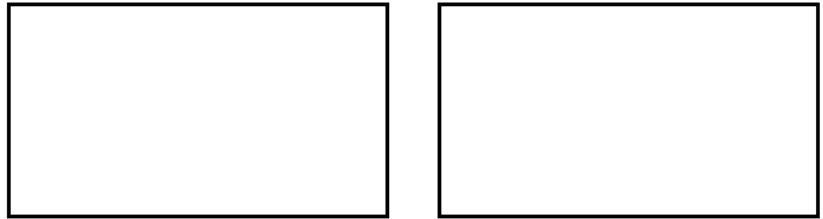
Storyboards

Storyboards should:

- Have a **clear outcome**
- Express the **emotions** of the people in it
- Help** people think about the challenge or issue at hand

Good storyboards, like good images:

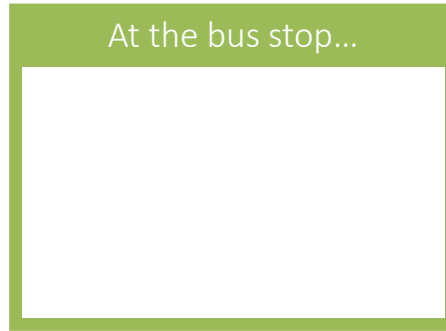
- Generate** thinking
- Clarify** complexity
- Inspire** insights
- Speak** for themselves



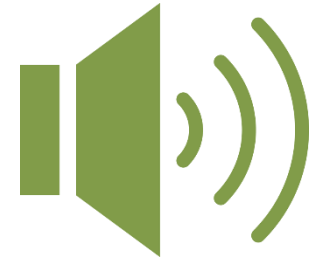
Storyboards



Speech



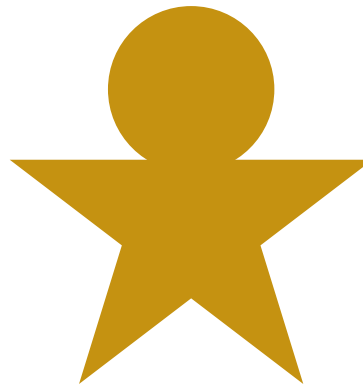
Setting(s)



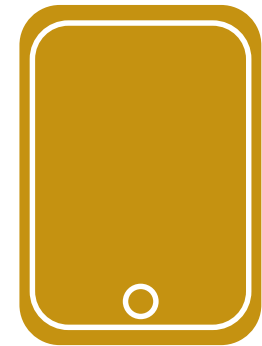
Narration



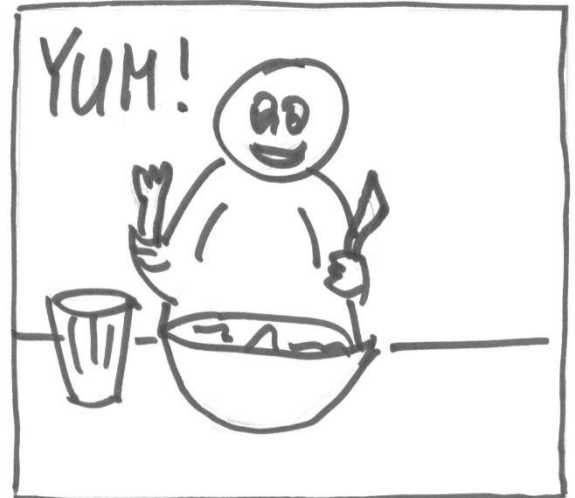
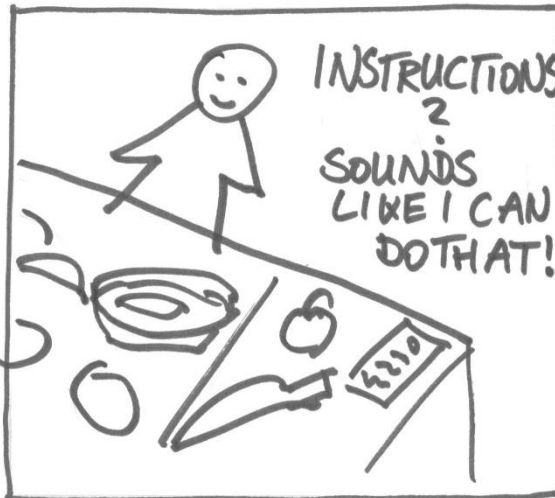
Thoughts

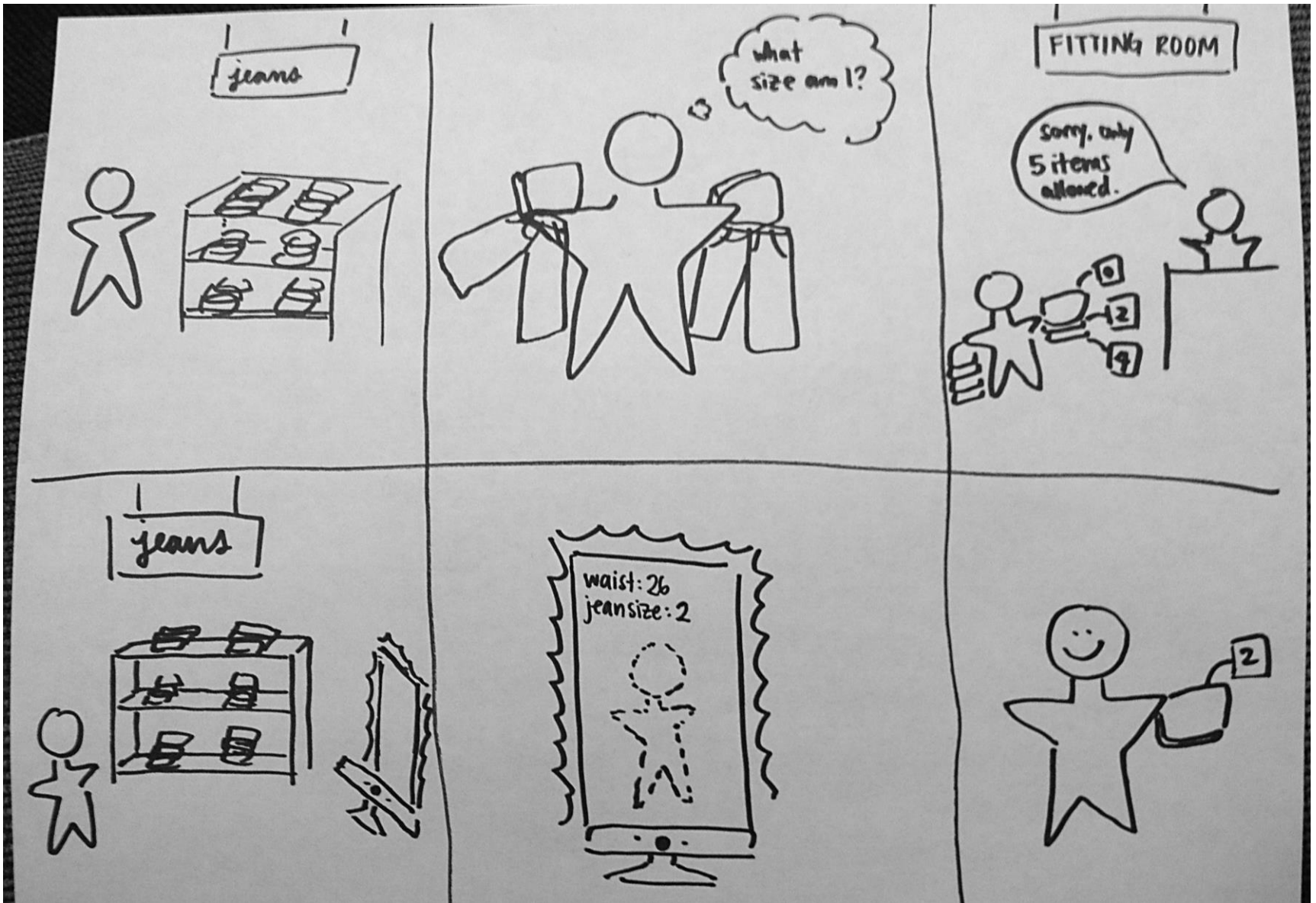


People



Tools





BYOS

1. As a group, identify the key moments of truth where:
 - a. You can have the greatest **impact**
 - b. There is the greatest **friction**
2. Brainstorm **ideas** of what solutions or **improvements** might look like
3. Decide on the best prototyping tool (today, it's storyboarding!) for the **moment** you've identified.
4. Prototype! Create a **storyboard** with 5-7 frames showing your **idea alive**.

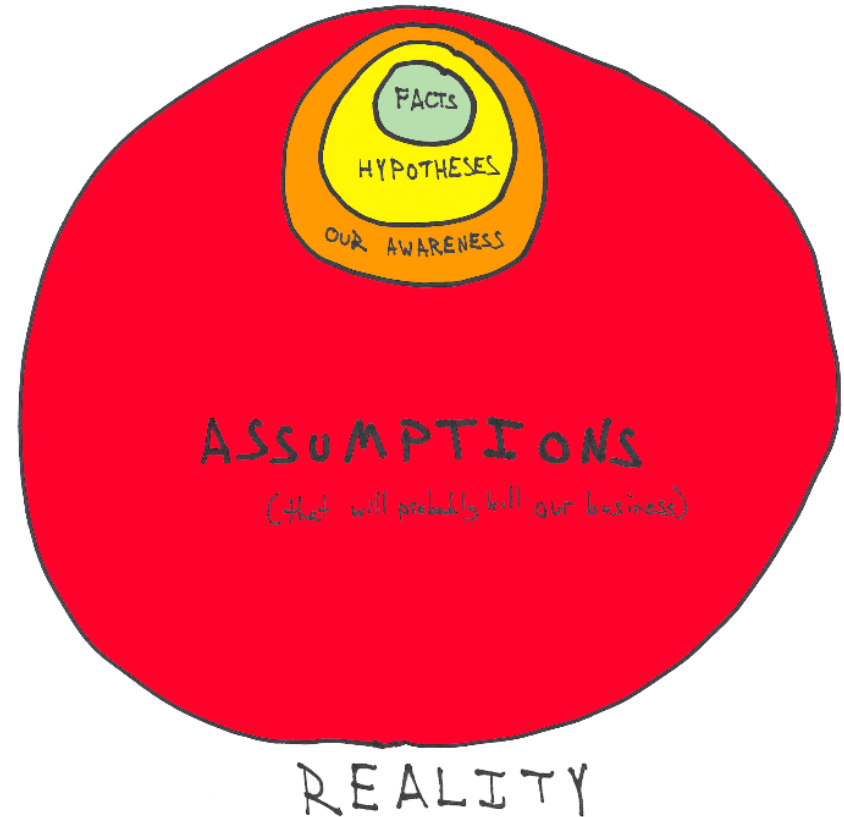
Let's share!


“Asking your own questions and knowing how to find the answers is a critical part of being a public servant.”



Where to Start?

- ❑ Establish starting **assumptions**.
- ❑ What degree of **risk** is associated with each assumption (i.e., if your assumption turns out to be wrong, what **impact** could it have)?
- ❑ How might you **test** those assumptions?





Closing Reflection