

User Journey Mapping

□ What is it

- A customer journey map is a visual representation of the activity a user undertakes to achieve a goal with a product or service. It captures the various touchpoints, experiences, emotions, and paths and helps identify the pain points and associated opportunities to enhance the current service. The key components should include: User profile, main activities, channels and touchpoints with the organisation, emotional sentiment per activity (pain, delight), pain points.

□□ Who

- The service designer or user researcher typically leads this activity by bringing together all people in the organisation that support any of the interaction points mapped on the journey

□□ Running the technique

- Define and understand the purpose of the map, e.g. is it to improve a specific touchpoint, to reimagine a service, or to enhance the overall experience?
- Gather data through methods like surveys, interviews, analytics, and user feedback to gain insights into the customer's experiences and pain points. It is recommended to run at least one workshop with key team members and service actors to accelerate initial creation
- Outline the stages, touchpoints, emotions, etc., based on the data and feedback provided
- Validate and refine the map based on initial feedback and alignment with the vision and value proposition statements
- Work collaboratively with the product manager or delivery manager reassess the problem statements and value opportunity