

# Instructions

*Adapted from IDEO*

## Define the research project.

- Be sure to clearly define a goal so the research project maintains a focus. Also don't forget to note all key bits of background information that helps add useful context to this research.

## Record touchpoints on the journey.

- What happened, what did you think, how did you feel, and who was involved? Focus on the motivations, expectations, interactions, and experiences of the subject. The more detail, the better. AEIOU Framework.

## Plot key experiences on the map.

- Plot the important positive and negative experiences on the map and reference the touchpoint's number (e.g. 1B, 3D, 5G, etc.). There is no need to plot all experiences, just the key ones are enough.

## Group the touchpoints into phases.

- Once all the information has been recorded and plotted on the journey map, group the touchpoints into general phases. There are usually pre-experience, in-experience, and post-experience phases.



**Purpose:**

A journey map is a timeline of actions that describes the experience a subject has along a process; it focuses on the interactions between the subject and the people, objects, and environment throughout that journey.

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**Persona:**

Name

**Goal of exercise:**

**Scenario:**

Scenario xyz.

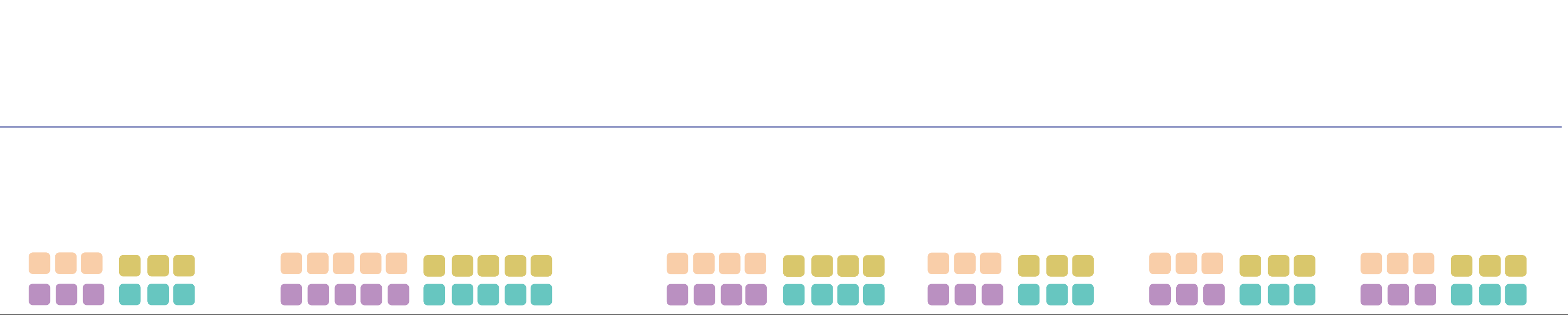
**Phases:**



positive / helpful

baseline

negative / unhelpful



**Touchpoints**

touchpoint 1

touchpoint 3

touchpoint 4

touchpoint 5

touchpoint 6

touchpoint 7

**What happened?**

Describe the actions that occurred. Call out any key environmental details or unexpected occurrences.



**How did you feel?**

Did the situation meet your expectations? How did the interactions affect your emotional state?



**How did you think?**

What were the thoughts that ran through your mind? Why were decisions made? Were the actions taken conscious or unconscious?



**What or who was involved?**

Who were the people/what were the things that affected the key actions and experiences throughout the journey?



# User Journey Template #2

This is the journey of a  
**Game-Changer**

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?



What do they struggle with most?



What tasks do they have?



Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?				
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>				
<b>Touchpoint</b> What part of the service do they interact with?				
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?				
<b>Process ownership</b> Who is in the lead on this?				

What changes for them?

## Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?



What can they finally avoid doing?



What changed in my environment?

