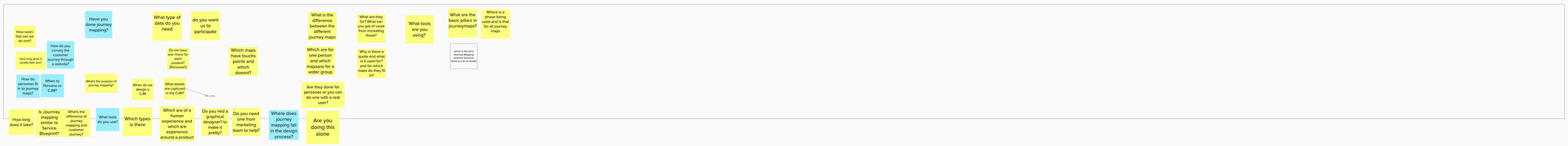
Frank Spillers' INNER CIRCLE

welcome

0. Warm-up: UX Inner Circle- Journey Mapping Workshop

Sticky Activity: Biggest questions you have or that you get from colleagues related to journey mapping (CJM)?

5 min

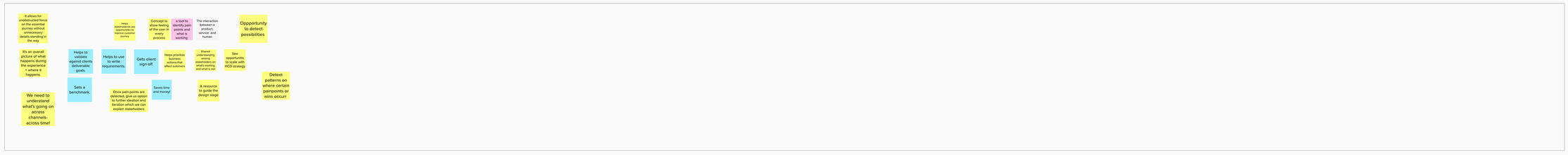


1. What/Why is Journey Mapping?

CJM is a story... for influencing decisions about products and services.

Sticky Activity: What else is Journey Mapping? Why use it? (what to tell your org)

10 min

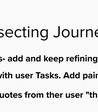


2. When should we Journey Map?

Journey maps can be used to kick-off new projects; inject into existing projects; kick-off a Service Design blueprint (ground it on the journey + touchpoints)

Sticky Activity: What pre-requisites are there for Journey Mapping?

5 min



3. Basket of Insights

All journey maps are grounded on user insights and observations. The correct technique is Ethnographic Field Studies (observations and interviews).

You can use Diary Studies (1-2 week probes starting with a 30 min interview). You can do phone intervews/ Zoom or in-person "show me" chairside visits.

Sticky Activity: Review these field data artifacts and start thinking about if they are Past, Present or Future journeys.

15 min

4. Types of Journey Maps

There are 3 types and 4 lens in CJM.

4 types of lens you can add or combine on an existing CJM:

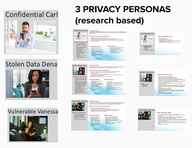
1 STRATEGIC view: A high-level (zoomed out) view of the overall topic, tasks, goals and journey.

2 TACTICAL view: A (zoomed in) feature or product view. A task flow. Narrow.

3 PERSONA relevant: relevant to these personas (just add that persona to the map at that spot). Remember the personas!

Note these deliverables are combined in user research, "Personas then Journey Maps". For Service Design, "Personas + Journey Maps, then Touchpoint mapping then Blueprints".

4 TEMPORAL view: A 24-hr or week or month long view of the activities and experiences to get a sense of time (stress and "Extreme User" view).



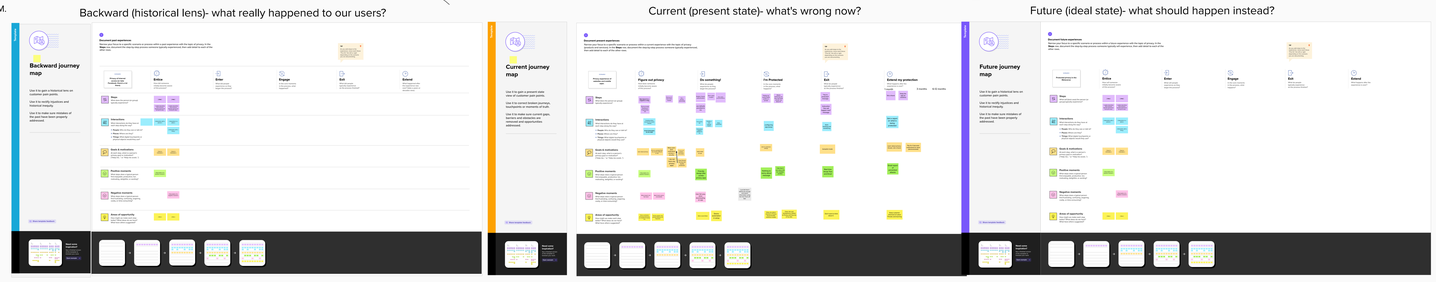
Sticky Activity: Using artifacts above and any of your own insights (or Google search), fill in the Current State Journey.

30 min plot it 5 min check-in 15 min finish up

Backward (historical lens)- what really happened to our users?

Current (present state)- what's wrong now?

Future (ideal state)- what should happen instead?



5. Disecting Journey Map inputs

- [x] **Stages- add and keep refining if better word for "Rebound" vs "Return purchase"**
- [x] **Start with user Tasks. Add pain points (pains but remember "joy" - Brenda Laurel)**
- [x] **Add quotes from ther user "this is hell", photos, personas, any other emotions (list with MINUS OR PLUS icon or whatever)**
- [x] **Temporal- list time frames (2 weeks later); "That evening"**
- [x] **Channels- and channel breaks or switches (broken channels)**
- [x] **Touchpoints- information or communication exchanges (and breakdowns or sore/ joy points).**
- [x] **Moments- in-between points of an experience (eg Waiting) or MOT= Moment of Truth (BAIL or RETURN FOR MORE).**

Example complete map