



# Understand User | **Journey Mapping Tool**

This tool visually documents a user's experience through actions, pain points, wins, and opportunities in a process.

## **WHEN**

Use Journey Mapping to:

- Shift perspective from inside-out to outside-in.
- Break down silos to create one shared, organization-wide vision.
- Assign ownership of key touchpoints to organizations.
- Target specific customers.
- Understand quantitative data.

## **WHY**

This approach helps to:

- Combine storytelling and visualization to convey information in a way that is memorable and concise.
- Create a shared vision.
- Create a holistic view of the user experience.
- Bring together disparate data points to spur collaborative conversation and change.

## **HOW TO USE THIS TOOL**

**STEP 1:** Establish the “why and the “what.” Answer key questions before beginning the process:

- What goal does this journey map support?
- Who will use it?
- Who is it about and what experience does it address?
- How will it be shared?

**STEP 2:** Gather existing research and base this exercise on truthful narratives. This is a qualitative-research process to tell the complete story. Ask about the actions involved, pain points, wins or successes, and opportunities.

**STEP 3:** Collaborate with others; the exercise of filling out the journey map (not the output itself) is often the most valuable part of the process. Invite stakeholders to contribute to compiling the data and building the map.

**STEP 4:** Synthesize the data before moving on to creating the visual.

**STEP 5:** Engage others with the end product and solicit feedback.



# Journey Mapping Tool | Worksheet

Journey Map Title Goes Here		Phase 1 Title Here	Phase 2 Title Here	Phase 3 Title Here
Persona image goes here				
Name of Persona				
Role				
Responsibilities:				
Goals/Critical Tasks:				
Actions	Questions	Wins	Pains	Opportunities

