



Intro to Journey Mapping

Presented to
Workforce Matters
8/16/2023

Agenda

- 01 • Introductions
- 02 • What is Journey Mapping?
- 03 • Why do we map journeys?
- 04 • How do we map journeys?
- 05 • Reflections and closing

We're a design firm dedicated
to the social sector.

- Status Quo is Unacceptable
- Lived Experience is Expertise
- Design is Transformative

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Co-Founder and Director of Innovation

- Seven years at a global innovation firm
- First human-centered designer at the Chicago Transit Authority
- Teaching for over 15 years



Sara Cantor

Co-Founder and Executive Director

- Background in design research and strategy
- Experience in community development, public health, housing, economic mobility, arts and culture



What is Journey Mapping?

What is Journey Mapping?

A method of visualizing any multi-part experience

- We break an experience down into its component stages, often in time order
- We add details to each stage
- We step back and look for patterns in the big picture



There are two kinds of journey maps

Descriptive Journey Maps ask questions about the current experience:

- What happens today?
- When does it happen?
- What tools or touchpoints are used at each stage?
- How do people feel throughout the experience?

CUSTOMER JOURNEY MAP PLANNING



There are two kinds of journey maps

Prescriptive Journey Maps ask questions about future experiences:

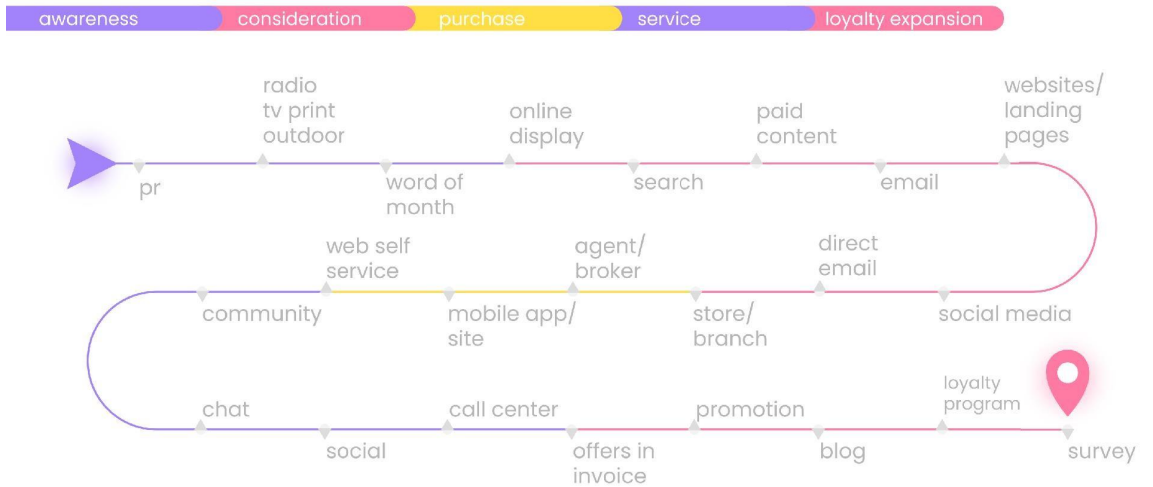
- What could or should happen in the future?
- When should it happen?
- What tools or touchpoints should be used at each stage?
- How should people feel throughout the experience?



Examples of Journey Maps

Naming the stages

CUSTOMER JOURNEY MAP



Examples of Journey Maps

Layering information



Examples of Journey Maps

Telling a story

Why map a journey?

Why map a journey?

**Not every journey needs a map.
This method is *not* needed...**

- When the stakes are low
- When it is simple enough to fix on the spot
- When the major variables are already well understood
- When you're the only stakeholder



Why map a journey?

To understand, and then design, a complete experience.

- Makes the opaque visible
- Simplifies the complex
- Lets others to see where their work intersects with the work of their teammates
- Reveals gaps in service, and moments of redundancy
- Invites others to give their POV and makes their feedback tangible



Why map a journey?

It's a tool for redesigning an **existing experience.**

- When there are gaps in our understanding
- When we need insight into the highs and lows
- When we've heard that things could be better



Why map a journey?

It's a tool for designing **new experiences** from scratch.

- When it's our first time
- When we're aspiring for what's best
- When we're setting a precedent



How do we map a journey?

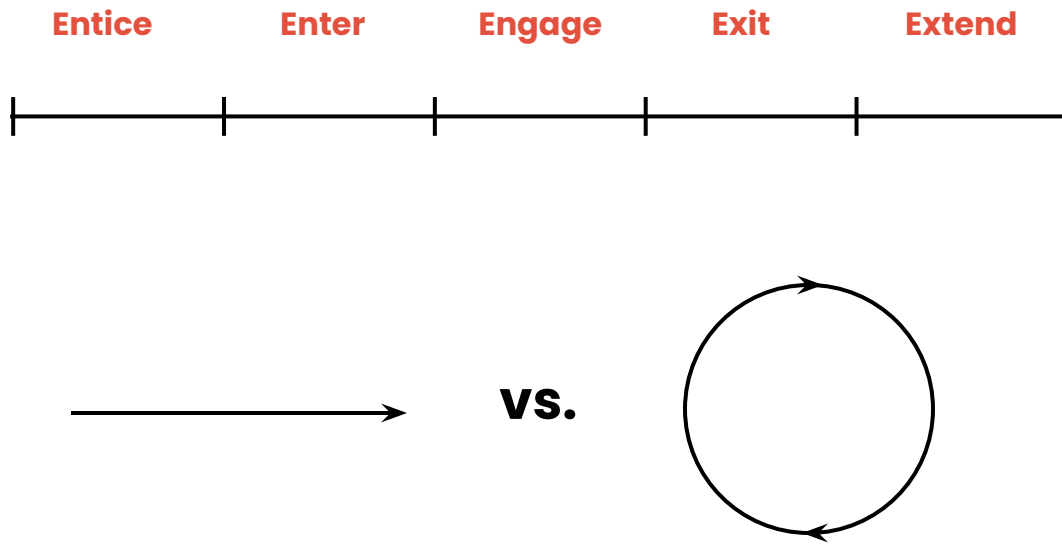
How do we map a journey?

Experience Framework, aka 5Es

- Entice
- Enter
- Engage
- Exit
- Extend

This framework gives each stage of the journey a name and an intent.

Each stage leads to the next, and can even propel us into a new cycle.



Entice

- The first time someone hears about your offering
- Or when they are reminded of your offering
- What does this reminder elicit? Joy? Curiosity? Apathy? Dread?



Enter

- The moment when someone begins to formally interact with your offering
- This could be walking through a door, tapping that facebook ad on their phone, calling the number, booking the appointment
- How is that moment handled?
- Whose responsibility is it to make sure it goes well?



Engage

- When people think of your offering, they think of this moment
- The peak of the experience
- The part that most people remember



Exit

- The moments after the peak has subsided
- Your offering may be complete, but the person still has to disengage
- They may still be processing what just happened
- Surprisingly, this is the part that can completely color people's memory of the peak that came before



Extend

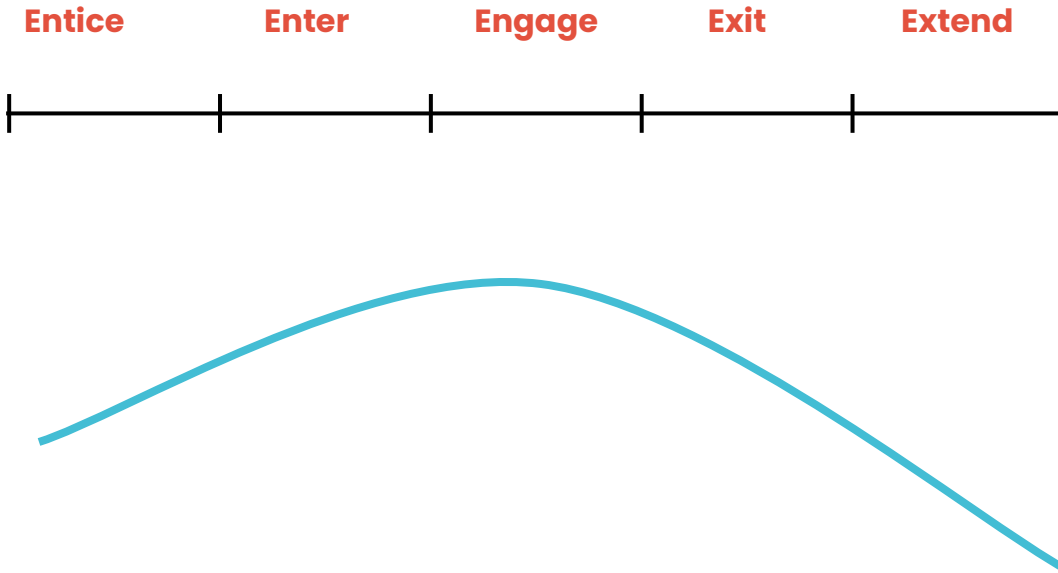
- The follow-up interactions which affirm how people remember the experience
- Depending on the gap between the Exit and Extend, this can often act as Entice for the next cycle



Where we often focus our energy

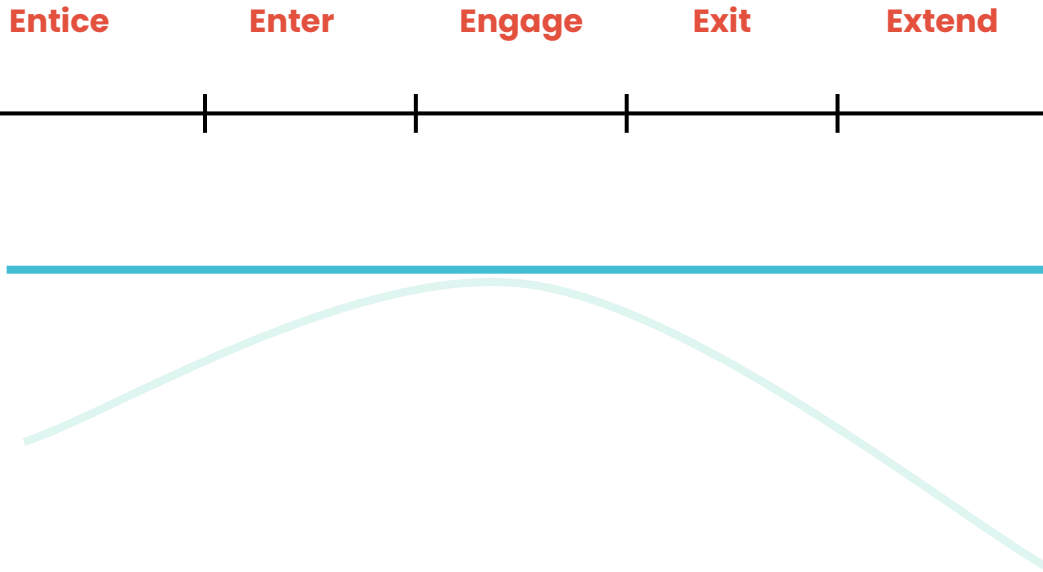
Typically, all our attention is on the Engage phase. The peak. We give less consideration to Entice and Enter, and Exit and Extend are when things drop off precipitously.

Why?



Where we *could* focus our energy

What if we gave as much care to the other phases as we do to Engage? What if all the phases kept the momentum going?



Let's map a journey together



Visiting the Dentist

Photo by [Caroline LM](#) on [Unsplash](#)

Transition to Miro

https://miro.com/app/board/uXjVMt2J-_0=?share_link_id=534656138067

Wrap up

Journey Maps

- Break down an experience into its component parts
- Can be descriptive or prescriptive
- The 5E's are a useful starting point
- Consider Doing, Thinking, and Feeling
- What experiences might you redesign?
- Who will you center in your journey map?
- How might you bring others into your journey mapping?



Questions

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Thank You!