Intro to Journey Mapping

Presented to
Workforce Matters
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Photo by Andrew Neel on Unsplash
Agenda

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

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

We founded the studio in 2011 on three core beliefs:

- Status Quo is Unacceptable
- Lived Experience is Expertise
- Design is Transformative
George Aye
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?
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

awareness  consideration  purchase  service  loyalty expansion

radio  tv  print  outdoor  online  display  paid  content  websites/
word of content  search  email  landing
month  pages

community  mobile app/  store/  social media
site  branch

chat  call center  offers in  blog
social  invoice  promotion  survey

Photo credit: Express analytics, What is a Customer Journey Map? Stages, Types, and Benefits
Examples of Journey Maps

Layering information

Photo credit: https://piktochart.com/templates/presentations/2788-b2b-customer-journey-map/
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

Photo by Joanna Kosinska on Unsplash
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
● 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
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?
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!