



Journey Map

A Journey Map allows you to identify and strategize for key moments in the product, experience, or service you're designing.

STATS

Suggested Time

30-60 Minutes

Level of Difficulty

Moderate

Materials Needed

Pens, paper, Post-its, markers

Participants

Design team, key stakeholders, partners (optional)

PROCESS PHASE



INSPIRATION

IDEATION

IMPLEMENTATION

This simple [Framework](#) can help you think through key moments for your customer as they experience your solution. Consider how your customer first becomes aware of your solution, how they make a decision to try it, what their first interaction and engagement is like, how they might become a repeat user, and how the solution might ultimately impact their life. As a customer begins to benefit from your idea, how could they tell other people about it? A Journey Map should help you to visualize a customer's experience from beginning to end.

STEPS

- 01** | Start with a seed idea of what your solution could be—maybe one that you sketched on a Post-it during a [Brainstorm](#) or an idea that emerged from an early, rough prototype you're looking to explore further.
- 02** | Start by writing a simple 1-2 word headline of the most core moment(s) of engagement for your user on a Post-it. This doesn't need to be a detailed representation—the way you might build out a [Storyboard](#)—but rather a snapshot. An example might be: First exposure to the product.
- 03** | Now, write down the name of any other key moments on separate Post-its. The number of key touchpoints you identify may vary from concept to concept, but try to focus on no more than 3-5. Consider what might be most critical to the person you're designing for.
- 04** | Place the Post-its in an order you think your user would likely experience them, and evolve your original Journey Map as helpful by adding, removing, reordering, and revising the key moments.
- 05** | You can use this Journey Map as a starting point to inform a more descriptive Storyboard or to help focus the [Rapid Prototypes](#) you start to build out and [Role Play](#).