Unpacking and Journey Maps

Julie Stanford
Sliced Bread Design
@jstanford1000

CS377E
Spring 2017
April 10, 2017

unpacking

analyzing an interview

analysis

long, thorough method

one color per participant, take notes with a sharpie
write down snippets of everything
analysis short-cut

journey map method

visual interpretation of the full story of an experience from an individual’s perspective

classic empathy map
Journey Empathy Map

Additional elements:
- Person background
  - Phases: divisions of time
  - Touch points: where, using what
  - Moments of truth: turning points
  - Supporting characters
  - Pain points: questions & issues
  - Time

Person

Phases

Think/Say/Do

Supporting Characters

Touchpoints/Characters

No Say or Touchpoints

General Person

Think

Feel

Do

Phase

Pain points & Do

No Say
Student examples
how do you do it?

understand the timeline of the story from many angles

- Person
- Feel & High-Level Do
- Phases of timeline
- Behaviors & Quotes (Do/Say)
- Painpoints (Think)
- Touchpoints (optional: supporting characters)
repeat and then discuss

some final tips

1. Don’t just capture the facts of DO…think about why this happening from the user’s perspectives and capture that in the THINK area.
2. Don’t just capture high level issues…capture story details to build empathy
3. Discuss the journey map with your group. Use this as a tool for digging deeply into the needs that this journey represents.
4. Compare multiple journey maps and look for patterns and contradictions. Why was one successful and another not?

you do it

1. Get together with your group and start using the journey map process to analyze one of your interviews.
2. You can grab large white boards from the d.school to keep your work. (We have also brought large white post-it sheets).
3. Create Journey Maps by next Monday for your interviews.
4. Next Monday, we will discuss Needs and How Might We Questions in more detail.