Unpacking and Journey Maps

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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
General Person

Phases

Workflows

Touchpoints

Can you see the opportunity?

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)
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