Unpacking & Journey Maps

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* Slides based on those of Julie Stanford, Stanford & Sliced Bread Design

** 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

- Say
- Think
- Do
- Feel

journey empathy map

- Say
- Think
- Do
- Feel

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

Person

Phases

Think/Say/Do

Supporting Characters

Touchpoints/Characters

Think

Feel

Do

Patient Journey Map

- General Person
- Phases
- Feel
- Do
- Pain points & Do
- No Say or Touchpoints

Touchpoints, supporting characters

No Say
General Person

Student examples

Phases

Think

Do

No Feel/Say

Think

Pain points

can you see the opportunity?

ROULA’S JOURNEY FROM SYRIA TO IZMIR (FAMILY)
how do you do it?

understand the timeline of the story from many angles

<table>
<thead>
<tr>
<th>Person</th>
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<tbody>
<tr>
<td>Feel &amp; High-Level Do</td>
</tr>
<tr>
<td>Phases of timeline</td>
</tr>
<tr>
<td>Behaviors &amp; Quotes (Do/Say)</td>
</tr>
<tr>
<td>Painpoints (Think)</td>
</tr>
<tr>
<td>Touchpoints (optional: supporting characters)</td>
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</tbody>
</table>
repeat and then discuss

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?

some final tips

you do it

1. Get together with your group and start using the journey map process to analyze one of your interviews.

2. Find a large white boards, wall, or butcher paper sheets to work on.

3. Create Journey Maps by next Monday for your interviews.

4. Next week, we will discuss Needs and How Might We Questions in more detail.