Unpacking & Journey Maps

Prof. James A. Landay
Computer Science Department
Stanford University
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* slides based on those of Julie Stanford, Stanford & Sliced Bread Design

1. Unpacking
   analyzing an interview

2. Analysis
   long, thorough method

3. 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
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. 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