



# Journey Mapping

TOPIC	TIME [60 MIN]	FACILITATOR'S NOTES
	<p><b>Prepare</b></p>	<p>This activity is designed as a hybrid of individual pre-work and hands-on group work as detailed below. This approach allows the teams to focus on the more complicated actions within the group session such as mapping out the overall emotional journey of users to diving right into identifying and discussing insights and ideas. If time allows, your team can complete all of the steps together in real time, including the prep-work, but you should allocate closer to an hour and a half to conduct the session instead of 60 minutes.</p> <p>Pre-work needed ahead of the group work session:</p> <ol style="list-style-type: none"> <li>1. As the facilitator, identify who and what will be the focus of your Journey Map. What target users are you trying to better understand? What particular experience or "journey" are they going through (i.e., patient visiting a clinic, student engaging in virtual learning, etc.)</li> <li>2. Fill in details of the who your target user is and what the stages are along the user journey at the top of the template provided. Facilitation Tip: Consider showing the journey steps you've created to a few others on your team to see if they agree on how you have framed it up.</li> <li>3. Share the template link with the individuals who will be participating in your session and have them begin placing their own contributions into the Journey Map. Their role will be to fill in the "Doing," "Saying," "Thinking" and "Quotes/Data" sections of the template prior to the group session. Prompt them to think expansively about the starting and ending points of that person's journey (e.g., in the case of visiting The Smithsonian, the journey starts with trip planning and actually ends when people go home and share their experiences with others).</li> <li>4. After your team has contributed to the Journey Map, look over it and clean up any redundancies or formatting issues prior to the group session.</li> </ol>
<p><b>Welcome and goals of the session</b></p>	<p><b>5</b></p>	<p>Begin by asking the group (verbally or via chat box if available) "What is one thing you are particularly curious about for today's workshop?" Begin your session in video conference "Gallery" mode so participants can see each other for initial discussions.</p>



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<b>Read and reflect on the work</b>	<b>5</b>	Share your screen to show the Journey Map for the group to see, and play music in background as participants silently review.
<b>Discuss what you notice</b>	<b>15</b>	<p>Take a moment to discuss as a team any observations. What stood out for you? Surprises? Any contradictions? What seems to be missing?</p> <p>Facilitation Tip: Mind the time and alert participants when five minutes are remaining. Consider having participants share via chat (if an available feature) before verbally discussing if you are concerned with ensuring all voices will be heard.</p>
<b>Build in more experiences and emotions</b>	<b>15</b>	<p>Take another pass at adding in more details to your Journey Map as necessary. At this stage, have the team plot out a visual of the level of positive, neutral or negative emotions your user would have throughout each stage of their journey. You can do this within the shared template provided by color coding cells with the color associated with each emotion as depicted (Positive = green, Neutral = yellow, Negative = red). Begin at the first stage of their experience and work your way to the right sequentially. Capture top of mind opportunities or ideas.</p> <p>Break into virtual rooms if more than 3-4 people. Allow time to reconcile if working on the same Journey Map or if you are working on different maps and need to share the output.</p>
<b>Capture initial ideas and make plans</b>	<b>20</b>	<p>Ask the group: What stood out? What opportunities and insights are most important for our work? (Take notes)</p> <p>Make plans for next steps. Do you need to interview more people? Conduct a brainstorm or Journey Storm ideas? Share with others?</p>