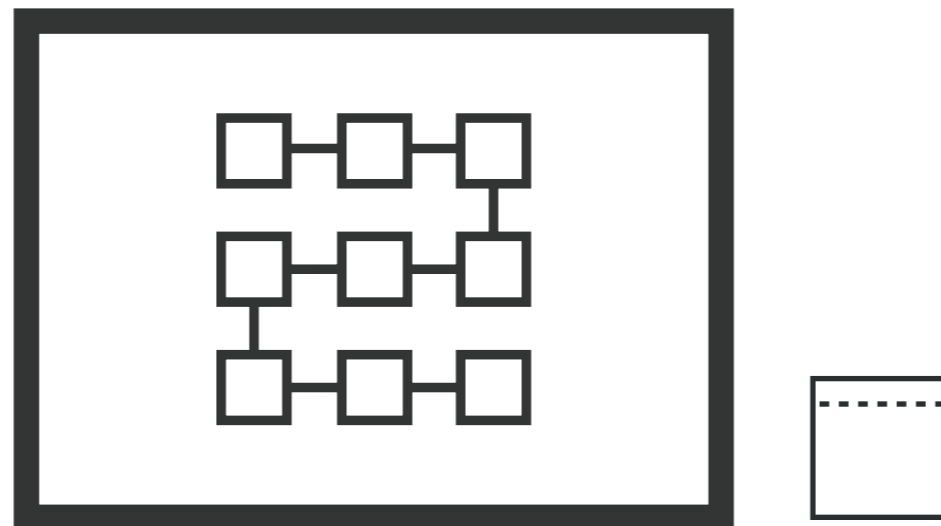


USER JOURNEY MAP



The DRLab toolkit

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The material in this document is available in A3 format. For an ecological choice, we suggest you consult the contents before printing the document.
For more information you can visit the website www.drlab.unitn.it or write to info-drlab@unitn.it.

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Trento, March 2020

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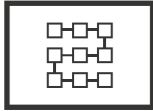
Introduction

Graphical representation of a flow that describes the experience of a user when interacting with a service. The map allows us to visualize the sequence of activities in terms of relevant features, problems and opportunities that contribute to defining the service's level of performance.

For a theoretical study visit the page
www.drlab.unitn.it/glossary/#user-journey-map

Usage tips

Main aim:	 Evaluative								
Prerequisites:	 Personas								
Process phase:	<table border="1"><tr><td>Dis</td><td>Def</td><td>Dev</td><td>Del</td></tr><tr><td>█</td><td>█</td><td>█</td><td>█</td></tr></table>	Dis	Def	Dev	Del	█	█	█	█
Dis	Def	Dev	Del						
█	█	█	█						
Difficulty:									
Suggested facilitation:	 Partial								
Participants:	Min. 3 people								
Needed material:	Print of the model, colored post-its, pens and pencils								



USER JOURNEY MAP

Tool template

FILL OUT THIS TEMPLATE
IN YOUR COLLABORATIVE ACTIVITIES



Project title and journey title

Protagonist

Macro-activity

Activity

1.
.....



2.
.....



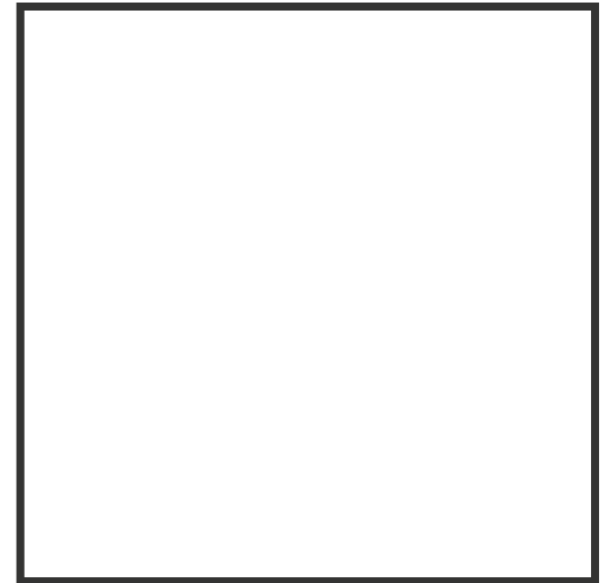
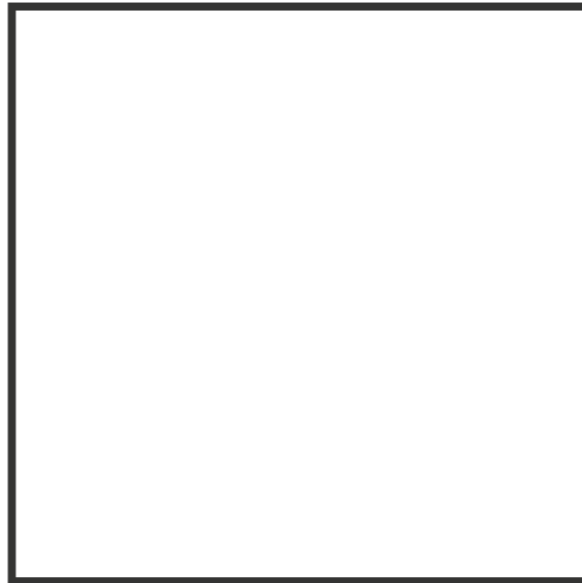
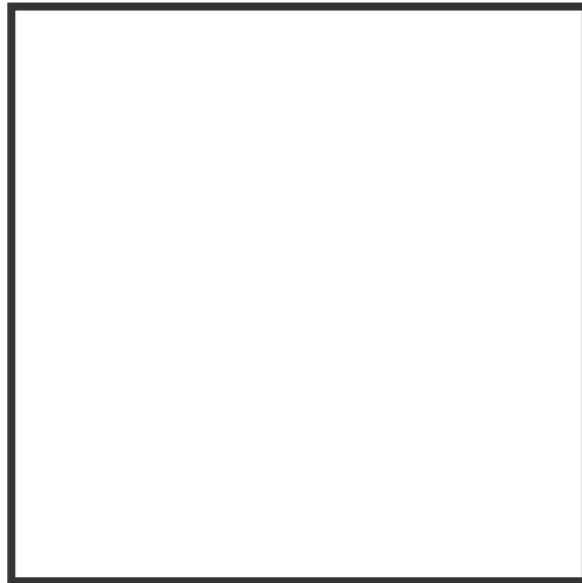
3.
.....



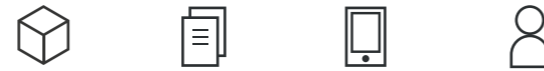
4.
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Scene



Interaction points



Emotional state



Quotes

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Critical issues

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Deductions

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- ● ● DESIGN
- ● ● RESEARCH
- ● ● LAB

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Instructions

Premise. An effective user journey map relies on research data. Before proceeding with compiling the map, make the data easily available to the working group.

1. Identify the project title and the title of the journey to be described through the experience of the protagonist's interactions with the service. Indicate the protagonist of the experience in order to describe his/her specific interaction with the service.
2. Relate the activities that describe the protagonist's experience.
3. Group together the activities previously identified into macro-activities that describe the protagonist's experience.
4. For each activity, represent the scene by using visualization and description, e.g. words, drawings, sketches, images, illustrations, photographs.
5. Indicate the points of interaction of the reference scene, i.e. the elements through which or thanks to which the protagonist interacts with the service. The points of interaction might be apparent to the protagonist through objects, documents, digital products, people or other elements to be noted in the appropriate spaces.
6. Indicate the emotional state of the protagonist in relation to the individual activities of the service using words connected to the icons.
7. Relate a quote of the protagonist that describes his/her point of view of the scene.
8. Indicate critical issues that arise in each phase of the experience, relating to the protagonist and their interactions with the service.

USER JOURNEY MAP
 Tool template

FILL OUT THIS TEMPLATE
 IN YOUR COLLABORATIVE ACTIVITIES

1 Project title and journey title _____ Protagonist _____

2 Macro-activity _____

3 Activity 1. _____ > 2. _____ > 3. _____ > 4. _____ >

4 Scene

5 Interaction points

6 Emotion state

7 Quotes

8 Critical issues

9 Deductions

DESIGN RESEARCH LAB

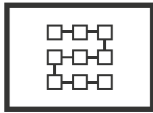
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9. For each activity, relate what can be deduced from the analysis of the previous points (macro-activities, activities, scene, points of interaction, emotional state, issues, citations).

N.B. The protagonist can be traced back among the profile personas, or can express the features of a hypothetical user if more detailed data is not available.

N.B. The greater the awareness of the project context through explorational activities and previous research – such as project ethnography – the greater is the ability to complete the map. E.g. activities, moods, citations are more reliable if they come out of exploring the project's real context.

N.B. The form is in A3 format and can be downloaded from this page; it allows you to describe an experience for up to 4 activities – with scenes represented in a space the size of a post-it. To describe experiences with more than 4 activities, simply print the same form again and use it in continuity, or download the A1 format.



USER JOURNEY MAP

Tool template

FILL OUT THIS TEMPLATE
IN YOUR COLLABORATIVE ACTIVITIES



Project title and journey title *Fast shopping for all: Luigi pays the shopping at the automatic pay station*

Protagonist *Luigi the retired*

Macro-activity

Preparation

Purchase

Delivery

Activity

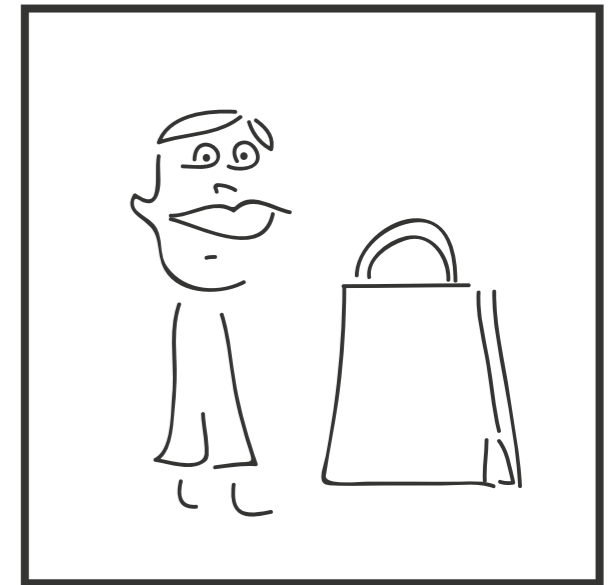
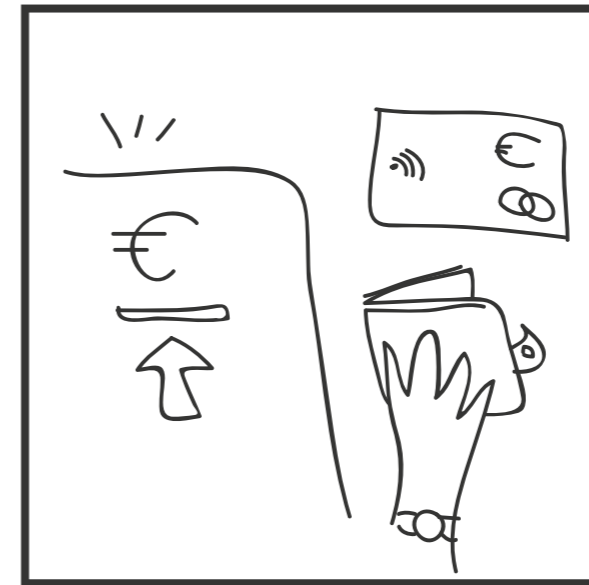
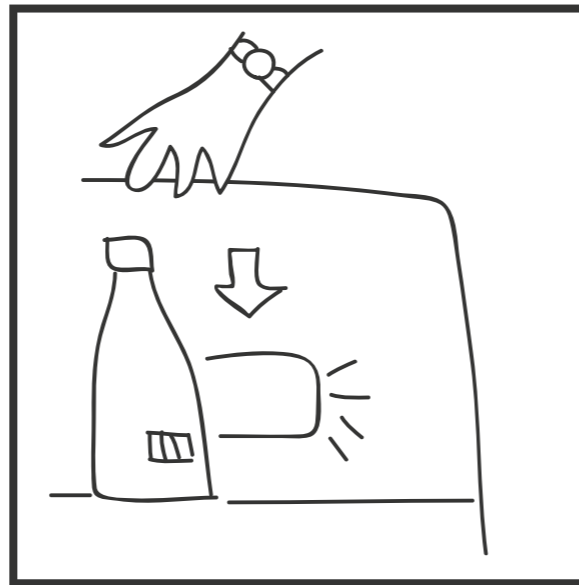
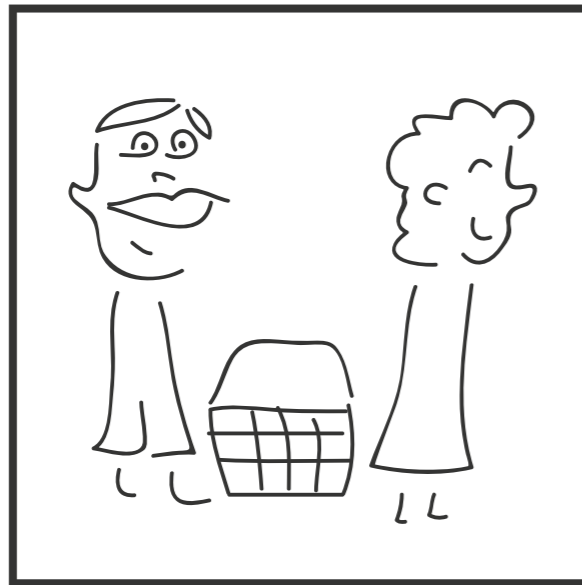
1. *Waiting in line at the automatic pay station*

2. *Product scan*

3. *Payment*

4. *Withdrawal of groceries and exit from the supermarket*

Scene



Interaction points



Bounded waiting area



Screen; voice directions



Screen; voice prompts; POS



Purchased products

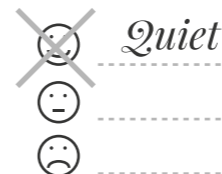
Emotional state



Hesitant



Discouraged



Quiet



Anxious

Quotes

"This queue runs fast, after all"

"Do I have to enter all these digits by hand?"

"How convenient to have the contactless card"

"I don't want to make the next customer wait"

Critical issues

Sometimes the barcode is not detected immediately

The system hurries while tidying up and picking up the shopping

Deductions

We do not know waiting times during peak times

We would need alternatives and a support system for scanning

The automatic payment system is known even to Luigi

Does the service consider the time necessary for each user?

