

# JOURNEY MAP

A way to visually summarise an experience people have over time.

## Why

Journey maps capture the thoughts, feelings and actions of a person for the duration of an experience, so you can understand it from his or her point of view.

Creating journey maps helps identify where and when there are opportunities for improvement of the interactions within that experience.

## When

**Experience based codesign (EBCD) approach (inner circle)**

Gather and understand phases

**Redesign Model (outer circle)**

Diagnostics and solutions phases

## How

1. **Refer to your data.** Use three sheets of butchers paper, one each to note people's experiences before, during and after your project took place.
2. **Use the journey map template.** Create a summary of the individual experiences from your research on one journey map, which reflects the three stages.
3. **Write one point per sticky note** about each part of the experience, in columns that align:
  - doing – the activities or tasks completed by the key person involved
  - thinking and saying – what the person is saying or thinking at the time of doing.
  - interactions – the things (e.g. transport, email, phone) or people (e.g. staff) that make the 'doing' possible
  - feeling – the specific emotion being felt.
4. **Plot the emotional map.** For each 'doing' sticky note, mark a cross on the grid representing the degree of the specific emotion identified at that moment. High on the grid = feeling positive; low on the grid = feeling negative.
5. **Identify the pain and gain points.** These are the low and high emotional points, representing opportunities for improvement.
6. **Discuss,** as a team, the pain and gain points as a potential focus for your project. Aim to remove low points and/or increase high points.

## Time

30-90 minutes

## Resources

- Data (research findings)
- Butchers paper
- Journey map template
- Marker pens
- Sticky tack
- Sticky notes

## Tips

- Use sticky notes so you can easily move things around as you build the journey map together as a team.
- The pain and gain points always help you understand where change needs to happen.



# JOURNEY MAP TEMPLATE



| High Level Stages  |  |
|--|--|
| <b>Doing</b><br>                |  |
| <b>Thinking and saying</b><br> |  |
| <b>Interacting with</b><br>   |  |
| <b>Feeling</b><br>            |  |
| <b>Emotional Map</b><br>      |  |
|                               |  |

# JOURNEY MAP EXAMPLE

| High Level Stages              | Before the stroke  |   |  |  |   | Immediately after the stroke                      |   |                                 |   |  |
|--------------------------------|--|---|--|--|---|---|---|---------------------------------|---|--|
| <b>Doing</b><br>               | Barry gets up and heads off to the shop to buy the paper | On his walk home to Jean he starts to feel a bit breathless | Arrives home puts the kettle on and nudges Jean out of bed | They sit down and tackle the crossword         | Barry starts to feel really funny and falls in the ground | Barry wakes up in hospital he can't move his legs | Receives treatment in hospital - two weeks        | Meets with Rehab Team           | Rehab plan is organised                                 | Finally able to go home with Jean  |
| <b>Thinking and saying</b><br> | My exercise for the day - it's a beautiful morning       | Gosh I should walk further - so unfit<br>Tough it up Barry  | Jean get out of bed - crossword time                       | Let's get this out before the grandkids arrive | Ohhh.... Jean? What's happening                           | Jean what's happening?<br>I'm scared              | This is not going to get the better of me         | Ohhh - this is a long haul plan | So much to do -not sure how we will be able to organise | I feel so weak and old - this was not the plan<br>Can't wait to get home and start life again<br>I'm still not so good - I don't want sympathy |
| <b>Interacting with</b><br>    | Local Shop   |   |  | Jean   |   | Hospital room and staff                           | Hospital room and staff<br>Family when they visit | Allied health team              | Allied health team                                      | Jean and car   |
| <b>Feeling</b><br>             | Fantastic  | Frustrated with self  | Happy  | Competitive                                    | Scared  | Uncertain, anxious and scared                     | Determined  | Tired and concerned             | Overwhelmed   | Excited, relived and scared at the same time   |
| <b>Emotional Map</b><br>       | ✕ Gain   |   | ✕ Gain   |  | ✕ Gain  |   |   |                                 |   |  |
|                                | ✕  |   |  |  | ✕ Pain  |   | ✕ Pain  |                                 | ✕   | ✕  |

# JOURNEY MAP EXAMPLE

| High Level Stages              | REHAB   |  |  |   |   |   |   |                                     |
|--------------------------------|---|--|--|---|---|---|---|-------------------------------------|
| <b>Doing</b><br>               | Rehab plan is organised   | Finally able to go home with Jean  | At home with Jean getting settled                                      | Looking through rehab plan  | Heading off to rehab - 3 appointments today | Heading off to rehab - everyday for 4 weeks   | Rehab team check in - at least 2 months to go   | Chatting with son who wants to help |
| <b>Thinking and saying</b><br> | So much work to do - not to sure how we will be able to organise it | I feel so weak and old - this was not the plan<br>Can't want to get home and start life again<br>I'm still not so good - I don't want sympathy | We can do this together - but I worry about Jean having to do too much | All planned with well oiled military precision<br>I hope gardening is part of the rehab | Thank god Jean is still driving             | God I am meant to be the strong one<br>Jean looks exhausted<br>Why do we have to travelled between places | Jean and I can't do this - we don't need your help!<br>I'm missing playing with the grandkids |                                     |
| <b>Interacting with</b><br>    | Allied health team  | Jean and car   | Jean   | Jean  | Jean and Rehab team                         | Jean and Rehab team   | Jean and Rehab team   | Son - James                         |
| <b>Feeling</b><br>             | Overwhelmed   | Excited, relieved and scared at the same time  | Concerned for Jean - ashamed   | Determined  | Determined                                  | Tired, over it  | Frustrated, sad   | Ashamed and angry at self           |
| <b>Emotional Map</b><br>       |   |  |  |   |   |   |   |                                     |
|                                | ×   | ×  | ×  | ×   | ×   | ×   | ×   | ×                                   |