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#JourneyMaps



Understanding Rider Experiences with Journey Maps

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Agenda

- What is human-centered design?
- When, how, and why of journey maps
- A little about good questions
- Practice: Let's make journey maps!
- How do we use journey maps?
- Takeaways

User-Centered Design

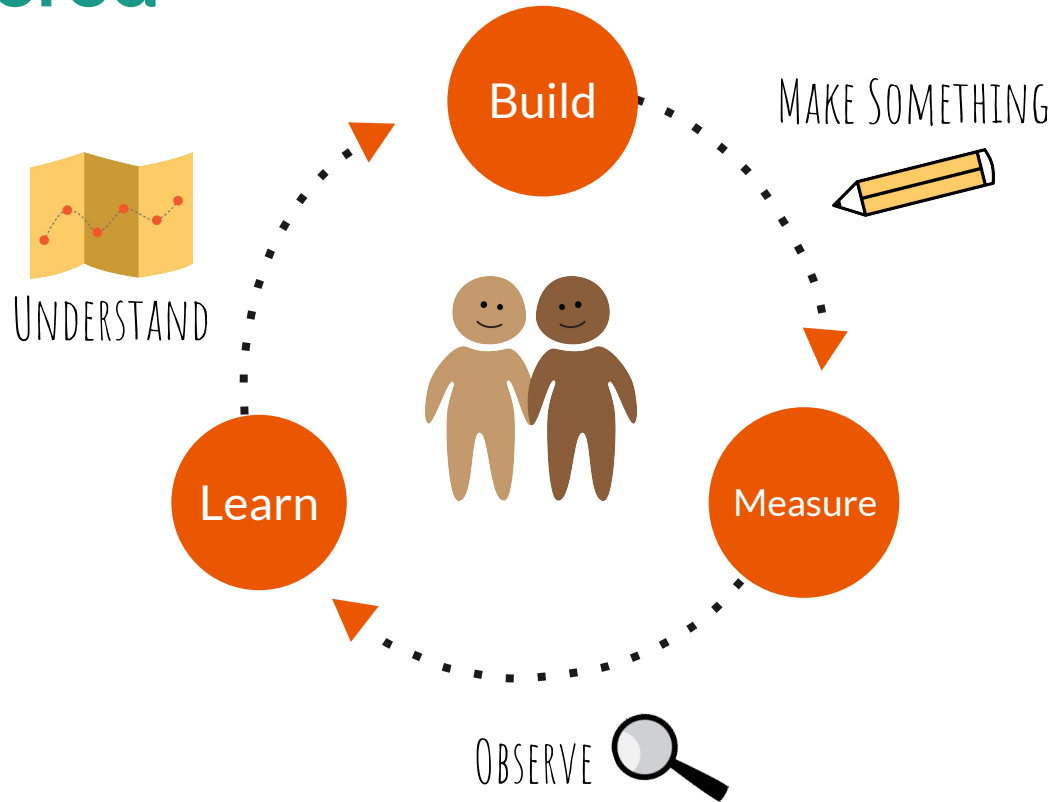


Illustration: Laura Urquiaga

Ecosystem

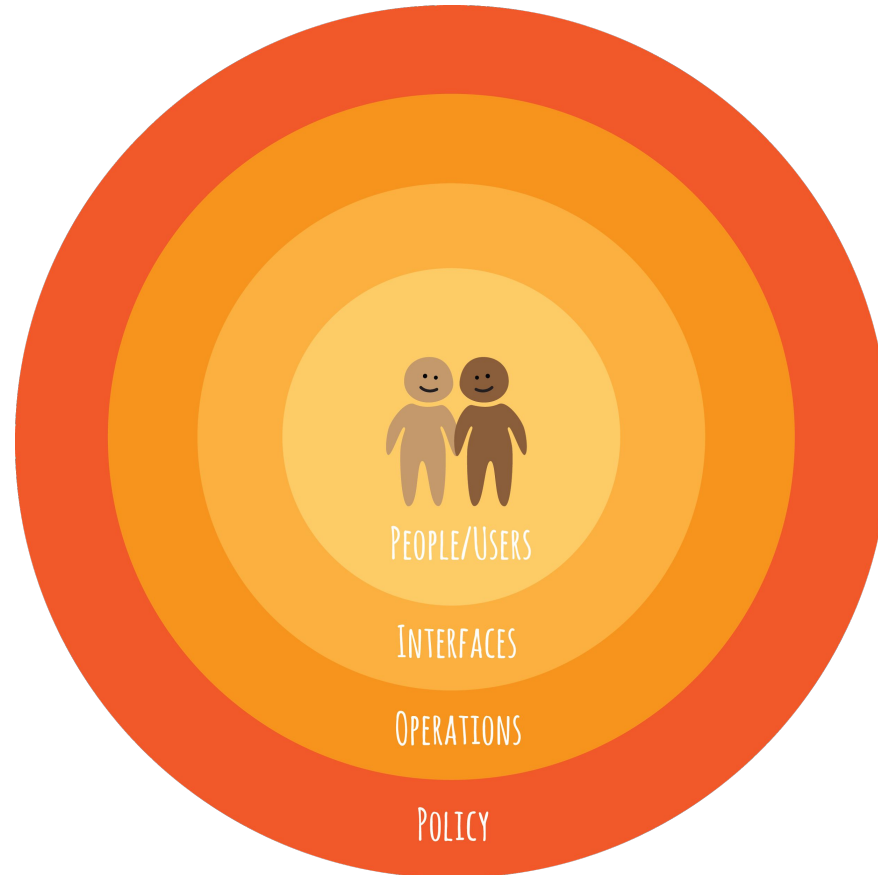
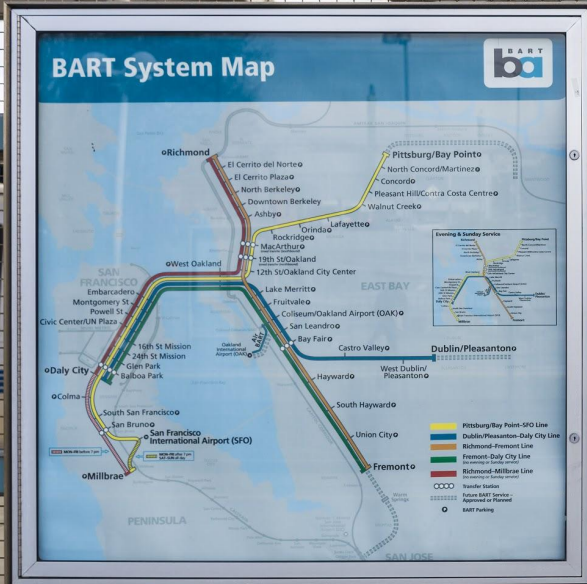


Illustration: Laura Urquiaga



Caltrain Information

Caltrain Departures
Call 511 and say, "Departure Times" or go to m.511.org

Stop ID
1969
1969
78613
1969

Caltrain Schedules

NORTH

Line	Direction	Station	Time
Pittsburg/Bay Point-SFO	Northbound	Pittsburg/Bay Point	7:00 AM
		San Francisco	7:15 AM
	Southbound	San Francisco	7:30 AM
		Pittsburg/Bay Point	7:45 AM

SOUTH

Line	Direction	Station	Time
Dublin/Pleasanton-Daly City	Northbound	Dublin/Pleasanton	7:00 AM
		Daly City	7:15 AM
	Southbound	Daly City	7:30 AM
		Dublin/Pleasanton	7:45 AM

Other Lines: Richmond-Fremont, Fremont-Daly City, Richmond-Millbrae.

Caltrain Services

- Seated Amenities:** Information on seating, accessibility, and other services.
- Caltrain Logo:** Official logo and contact information.
- Website:** www.caltrain.com











one arm



arm injury



new parent

permanent



situational



When + How

- “Enough” research is when you’ve spoken to **5 users*** about their experience
- As a research artifact, journey maps document the **steps a customer took** in a process
- It’s a step-by-step document of an **entire process**
- It’s best when you can **share it**



Why?

Because journey maps are the first step to understanding how customers perceive your service or process:

- You can use them to align conversations around **something visual**
- Because they document an entire process, they can help **cross-functional communication**
- Multiple journey maps can help you see **efficiencies** and **potential improvements**



Journey Map Example



Good questions (taken from a 5 part course)

- Talk about something the participant has done, rather than what they think they would do
- Start with a specific prompt
 - “Tell me about a time when...”
 - “How did you feel when you...”
- Don’t include language you’re hoping to hear in your questions
- Keep your voice and body language warm but neutral so that subjects won’t tell you what they think you want to hear
- Use open-ended questions to give people space to tell you what they think is important



Let's do it!

Take 3 minutes to interview the person next to you about the last time they bought someone a gift:

- Who was the gift for?
- What was the occasion?
- What did they do first? Next? Etc.

Take some notes!

At the end of 3 minutes, we'll switch.

What did you hear?

Draw a journey map for your partner's gift-giving experience



It's a series of steps...

Write them down in order, horizontally:

- What happened first?
- Then what happened?
- How did the gift giver know they were “done”?

Care to share?



You made a map...now what?!

- **Start conversations** across departments about what you've learned
- **Identify opportunities** for deeper feedback or measurement
- Create a journey map within your office to **identify pain points** and **prototype** something to fix them
- Use the findings to **make small changes** in your workplace or program.
- **Simplify** internal processes and procedures



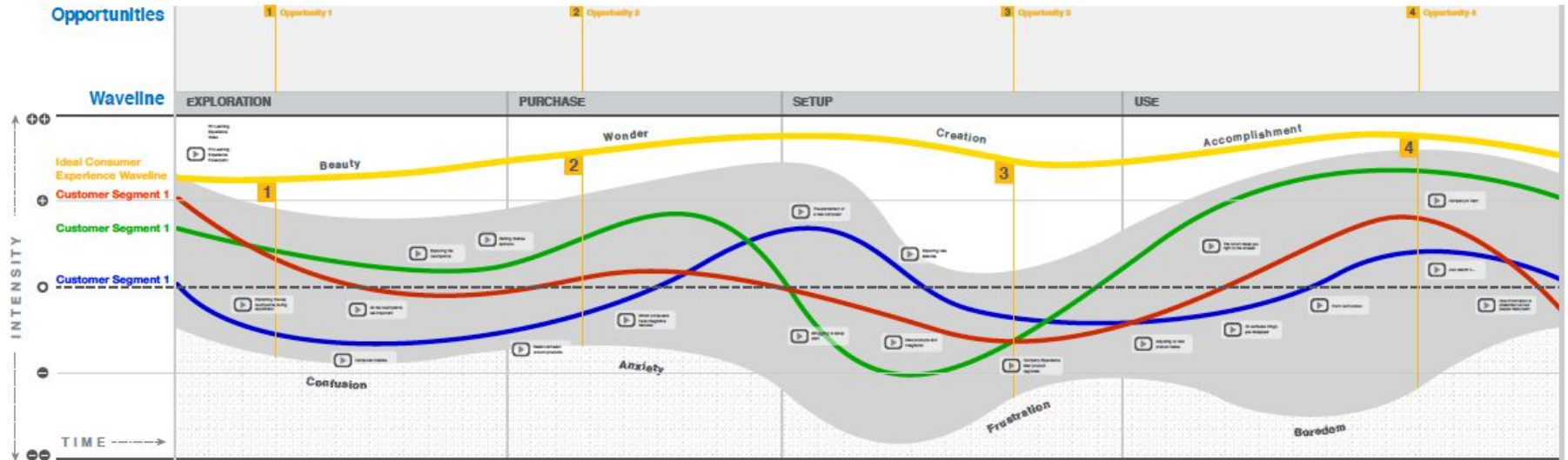
Compare Maps

Show the map you made to someone new.

What's similar? What's different?

What surprises you?

Journey Map - Highs + Lows





Identify Highs and Lows

Put a + or ↑ on positive parts of the experience, and - or ↓ on negative parts.

Think:

- Why was it positive or negative?
- How can we index up on the positives?
- What could make the negatives less impactful? What would it take to eliminate them?



Prototype

Draw something that would make the experience better:

- Digital
- Handheld
- Environmental
- Person-to-person



Test

Show what you drew to the person you interviewed. Share with them the positive or negative part of the experience you identified, and ask for their input on your prototype.

Potential questions:

- “Do you think this would solve your problem?”
- “Do you think this would improve your experience?”
- “Does this look like it’s for someone like you? Why or why not?”



Reflection + Questions

- What did I learn today?
- What do I want to share with my colleagues?
- Write one thing you can use journey mapping for in your office (or home?)



Thank you!

Email me with questions or feedback:
amanda@hcdcoach.com

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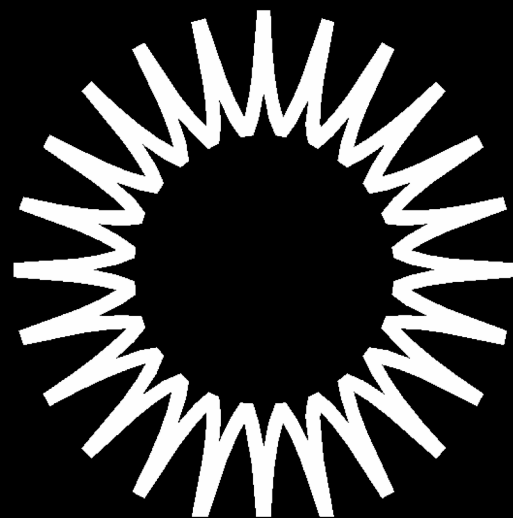
Rational-Analytical Thinking

Problem Formulation	Well-defined goals/constraints
Criteria	Objective definition of criteria, established before generation of alternatives
Method	Planning + analysis; sequential process
Information Processing	Objective formulations, especially verbal + quantitative
Solution Process	Based on rational-logical reasoning process; formalized into set of rules
Rationale	Reduce chance of failure through careful prior analysis
Outcome	Solution optimizes predefined criteria to arrive at “best” answer



Design Thinking

Problem Formulation	Goals/constraints uncovered during process
Criteria	Both objective + subjective criteria used to define design objectives
Method	Iterative exploration of design space; thinking + doing are intertwined
Information Processing	Visual + spatial representations; objective + subjective insights
Solution Process	Solutions evolve as result of interaction with users; incorporates insights
Rationale	Use rapid experimentation + prototyping to learn from early “failures”
Outcome	Obtain “better” answer; process may expose additional problems + solutions



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