



Journey Map

A journey map is a detailed record of a user's experience of doing something. It could either be constructed based on your observations and interviews with the user, or it could be something that you ask the user to draw out and explain. It would contain a journey that the user goes through, and could be either closely relevant or even tangential to the focus of your project.

For instance, you could document the journey of a user's experience of waking up in the morning and making their way to work via public transport. Try to be as comprehensive as possible, rather than filtering out details that you assume to be meaningless or irrelevant. You could organize the journey map in whatever way you think is most effective, from a timeline to a series of images.

A journey map can help you build empathy towards your users as you try to experience what they go through. It can also uncover insights, such as when you compare journeys between users to find common threads or find conflicting behaviours within a user's journey.

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