Method

Journey map

A method for representing a person's path through a service, step by step, with their actions, touchpoints, emotions and pain points.



Origin

Widespread practice, with no single author; systematized by Kalbach (2016)

Output

A step-by-step map of the journey, with actions, touchpoints, emotions and pain points

What it’s for

It helps you see the experience from the person’s point of view and find where it breaks.

Key elements

Actions
The steps the person takes.

Touchpoints
Who or what they interact with at each step.

Emotions
How they feel along the way.

Pain points
Where they get stuck or frustrated.

An example

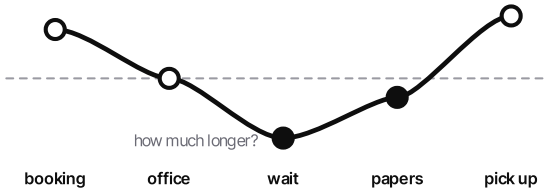
Imagine the process of renewing an official document.

A list of steps

booking | office | wait | papers | pick up

Book an appointment, go to the office, wait, hand in papers, pick up. **It looks simple.**

A journey map



The same steps with what the person feels: the anxiety of not finding an appointment and the wait with no information. **You can see where it hurts.**

The map turns a list of steps into an experience that can be improved.

How it's done

1

Research with real people, not imagined ones.

2

Draw the journey with its emotions and pain points.

3

Choose the moments most worth improving.

Applications in design

When to use it

To understand an experience that spans several channels and moments, and to compare the current journey with the one you want to achieve.

Avoid

Drawing it from the office without talking to anyone: it will be the team's opinion, not the real experience.

Don't fall for it

Take it beyond digital: include calls, waits and paperwork.

Connections

Builds on

- Good services principles
- Touchpoint
- Peak-end rule

Used by

- Customer experience design
- Employee experience design
- Experience design
- Design for policy
- Service design
- Behavioral design
- Environmental graphic design
- Design for health
- UX design
- Fan experience
- Design research
- Service design research

Related to

- User flow
- Empathy map
- User story mapping
- Personas
- Service safari
- Service blueprint
- Storyboard

Authors and works

2016	**Jim Kalbach**	Gathered and organized the practice of mapping experiences in Mapping Experiences.
2010	**Marc Stickdorn and Jakob Schneider**	Included it among the basic tools of service design.

Sources

Secondary sources

- Kalbach, J. (2016). Mapping experiences: A complete guide to creating value through journeys, blueprints, and diagrams. O'Reilly.
- Stickdorn, M., & Schneider, J. (Eds.) (2010). This is service design thinking: Basics, tools, cases. BIS Publishers.

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