

“Journey maps make intangible experiences visible and facilitate a common understanding between team members”

Stickdown et al., 2018, p. 46

**Visualizing experiences –
Using journey maps to
reveal pain points and
opportunities**

2021 ABLE virtual series

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STEPS

- 01 Identify objective for journey map
- 02 Gather client data using mixed methods
- 03 Build personas and empathy maps
- 04 Define stages and steps of service
- 05 List touchpoints and channels
- 06 Chart emotional journeys
- 07 Add quotes or thoughts
- 08 Identify pain points and improvement opportunities

Can include many other rows of information including storyboards, KPIs, backstage processes etc.

EXAMPLES

[Tax time insights](#) (p. 23)

[Virtual self-file model overview](#)

Remote financial help:

- [FSGV \(Vancouver\)](#)
- [Manitoba \(SEED Winnipeg\)](#)
- [Thunder Bay \(Thunder Bay Counseling\)](#)

[Stakeholder Journey Mapping: An Educational Tool for Social Entrepreneurs](#) (p. 8)

[Black Mamas Community Collective](#)

[Kate Wren journey mapping workshop for the Mississauga Halton Community Care Access Centre](#)

GLOSSARY

Boundary object: a communication tool that utilizes simple language and structure that allows diverse teams to collaborate

Channels: how clients interact with the service (e.g., telephone, online, in person)

Emotional journeys: graphs showing client's level of satisfaction

Lanes: rows containing different types of content

Pain points: frustrating moments in client's journey

Persona: a fictional profile representing a particular client group based on research

Touchpoints: Moments when the client is interacting with the service

RESOURCES

Stickdown M, Lawrence A, Hormess M, Schneider J. *This Is Service Design Doing: Applying Service Design Thinking in the Real World - A Practitioner's Handbook*. O'Reilly Media, Inc.; 2018.

IDEO. Design kit. <https://www.designkit.org/>

Prosper Canada. Service design. <https://prospercanada.org/Our-Work/Our-service-design-work.aspx>

ESDC-Centre of Expertise for Accessible Client Service. Accessible client service: Journey map templates for programs and services. <https://ceacs-cesca.github.io/playbook/tools/>

Download Word document in "Inspiring Tools" and pp. 48, 49 of main PDF

Center for Advanced Hindsight. Introducing the Behavioral Mapping Case Study & Cheat Sheet. <https://advanced-hindsight.com/blog/introducing-the-behavioral-mapping-case-study-cheat-sheet/>