

Make it Clear

The fundamentals of journey mapping



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We are Make it Clear,

and that's what we do.

Make it Clear is a London-based service design agency with a proven record of improving experiences for clients including Virgin Media, Google, Cambridge University Press, Thales and Orange. We create research-led solutions that focus on clarity to improve interactions, drive results and reduce costs.

Take a look at the selection of case studies on our website to learn more, or if you'd like to get in touch, please send an email to: hello@makeitclear.co.uk

THALES



Google



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Introduction




At Make it Clear we have spent many years helping our clients improve how they attract, engage and delight both new and existing customers. During this time we have defined our own approach to creating an outstanding user experience, including processes, principles and tools we use.

A commonly used method in our tool kit is journey mapping. A journey map is a visualisation of the route users take as they engage with a company, product, service or brand.

In this document we cover the fundamentals of journey mapping. Providing insight into how and why journey maps are used, the end to end process and a template to create your own journey map.


We hope that you find the journey map template, and accompanying information, useful in supporting your organisation to deliver a best in class user experience.



**Journey maps can
provide the foundations
for creating a best in
class experience.**


Using journey maps






Why use journey maps?

Journey maps provide a clear picture of the end to end experience. Identifying touch-points, channels, activities, emotions, pain points and opportunities along a time-based journey from the user perspective.







How are journey maps used?

By mapping the journey you gain an understanding of your product or service from the user's point of view.

It allows you to identify opportunities to improve the overall experience and by joining up different areas of your business, it provides a holistic insight of a user's end-to-end journey.





**Gain an understanding
of your product or
service from the user's
point of view.**

Tips for maximising value



1

Involve a variety of stakeholders in the creation and validation process

Gaining feedback from a variety of stakeholders, particularly those with customer-facing roles is often invaluable in ensuring validity of data mapped.

Early involvement from representatives across the business can also foster a greater understanding of the value and purpose of journey maps as well as encourage uptake of the finished article.

2

Conduct user research

This will help ensure that the information captured in your journey map is cemented in fact rather than assumptions.

3

Find a balance in the level of detail

Too much information and the core insights will be diluted, not enough information and your journey map will have little use.

Try to keep points concise and clear. We recommend using bullet points.

Tips for maximising value



4

Make the end output visually engaging

Your aim is to use the journey going forward as an internal tool, the more inspiring the design the more likely teams will reference the mapping and bring it into their processes.

5

Print out or make digital copies prominent in workspaces

Ensure that the final journey map is easily accessible. This can be as simple as printouts in shared office spaces or sign posting in digital work zones.

6

Promote use across different teams

When sharing with teams across functions, ensure to explain the value of the tool and how it can be used.

Promote use and reference of the journey map across different internal processes such as product development or defining the marketing strategy.

Process overview



To ensure your journey mapping exercise is a success, we recommend following the process below. This will make sure your journey map has a clearly defined goal, is based on real user insight and through identifying opportunities, has clear next steps.

1. Define goals of the exercise



At this initial stage, establish the goals of the exercise. For example, your goals could be to understand interactions to optimise a website or app, reduce churn, or simply uncover the end to end journey of a user.

2. Identify your users



It's important to clearly define what type of user or customer your journey map will represent. We recommend first creating a set of personas. A persona is a representation of a typical user that covers information such as attributes, motivations, challenges, behaviours and more.

Each of your personas will likely have differences across each of these areas, therefore it is important a journey map is created per persona to reflect this.

To learn more about personas and how to create your own check out our article [here](#).

3. Conduct research



To ensure your journey map is directly informed by the user, we advise conducting user research prior to starting the exercise.

Examples of the types of research you may want to conduct include: user observations, customer interviews, surveys or website data analysis.

If you are unable to conduct user research, we recommend involving internal team members with direct user contact in the creation of your journey map.

4. Map the data



Once you have gathered and analysed your research, it's time to map the data. Begin by defining the journey stages.

The traditional stages include: awareness, consideration, purchase, use and advocacy.

Following this, analyse the data to find trends and themes across top-level interactions and behaviours, then map these findings against the different stages of the journey.

5. Identify opportunities




Identifying opportunities is key to maximising the value your journey map provides. Opportunities can range from small product changes based on user challenges or represent wider business opportunities.

6. Visualisation

For the final step, bring the journey to life by creating an engaging visual. Your aim is to use the journey going forward as an internal tool, the more inspiring the design the more likely teams will reference the map and bring it into their processes.





**Journey maps provide
a holistic insight into
a user's end-to-end
journey.**

Using the Miro template





**Identify opportunities
to optimise your
product or service
to meet user needs.**

Start creating your journey map

today.

Overleaf we have outlined a six step process which will support you in shaping your own journey map. Click the link below to download our free Miro board template to kick-start your work.

[Go to Miro board](#)

Journey map template

1. PERSONA TYPE

2. TOUCHPOINTS
What/who are they interacting with?

3. ACTIONS
What steps do they take?

4. GOALS
What do they want to achieve? Why?

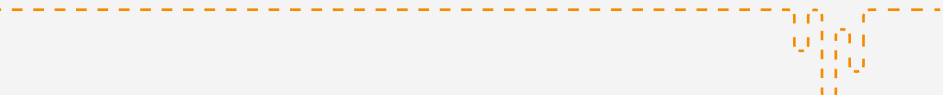
5. CHALLENGES
What are their barriers or pain points?

6. OPPORTUNITIES
What could be improved?

| 1. STAGE | 2. STAGE | 3. STAGE | 4. STAGE | 5. STAGE |
|----------|----------|----------|----------|----------|
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1. Outline your persona
2. Define the journey stages
3. Map the data
4. Identify the opportunities
5. Customise and export
6. Review and refine

Using the miro template



1

Outline your persona

Start by adding details of the persona you would like your journey map to reflect. If you have existing personas, information from these should be used.

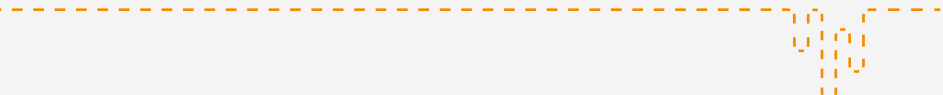
2

Define the journey stages

Next, define your journey stages. Common journey stages include:

- Awareness
- Consideration
- Purchase
- Use
- Advocacy

Using the miro template



3

Map the data

Once the journey stages are defined, use sticky notes to populate the rest of the rows. Start with touchpoints, moving across the stages before working down to challenges.

Refer back to the insights gathered from your research to populate the template and involve customer-facing stakeholders to input and review.

4

Identify the opportunities

Now the rest of the template is complete, opportunities can be defined. Review the actions, goals and challenges of the user at each stage. Consider if there are opportunities to improve, introduce or remove in order to enhance the user experience.

Using the miro template



5

Customise and export

Your aim is to use the journey going forward as an internal tool, the more inspiring the design the more likely teams will reference the map and bring it into their processes.

Start by ensuring your post-it notes are clear and aligned (you may wish to convert these to bullet point lists) before customising the Miro template to your brand colours and adding your organisation's logo. Export your completed template to share with your team (Right-click the template > Export as image).

6

Review and refine

Once you have created your journey map, share with stakeholders from across your organisation for feedback.

This may include roles from across journey stages and those with customer-facing interactions. Check this aligns with the research completed and update the Miro board accordingly.

Export your final template and share with your team. It can be useful to present to them the final outcome and provide context into how, when and why this should be used.

Make it Clear

Thank you

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