Map the User Experience Journey

Understand the user's current and evolving challenges and motivations to derive insights about the use case.

Why To
Map the User Experience Journey

A "User Experience Journey Map" enables a team to develop a shared understanding of the use case from the user's perspective over time.

It helps a team recognize current user challenges and motivations, derive insights about the use case, and articulate user needs.
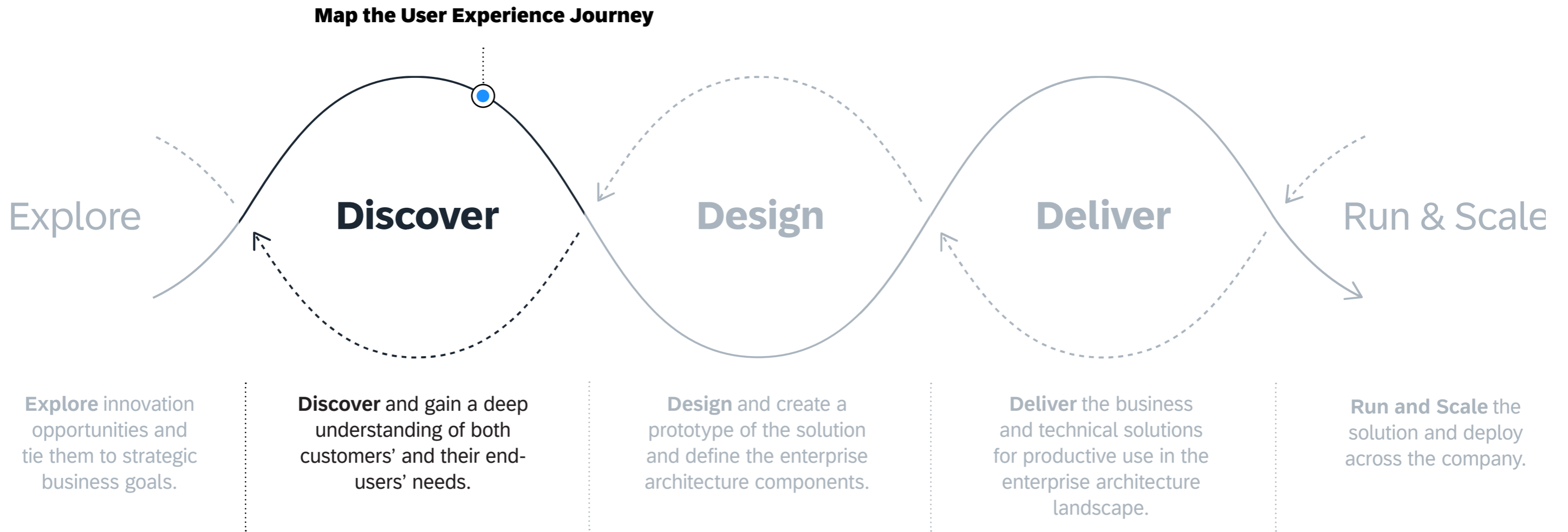
This exercise maps out the user experience in chronological order, step by step, on a whiteboard or large poster. Knowledge of the use case and the user is essential for conducting this exercise.

Explore

Discover

Design

Deliver

Run & Scale

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When To
Map the User Experience Journey

We use this activity to capture the as-is process during the Discover phase. The creation of the as-is process happens normally as part of the synthesis, after performing interviews with the corresponding user groups and gathering enough information to understand the current situation. To create the "User Experience Journey Map", it's essential to have the persona(s) defined, as they will be the ones experiencing the journey.

Map the User Experience Journey

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Explore innovation opportunities and tie them to strategic business goals.

Discover and gain a deep understanding of both customers' and their end-users' needs.

Design and create a prototype of the solution and define the enterprise architecture components.

Deliver the business and technical solutions for productive use in the enterprise architecture landscape.

Run and Scale the solution and deploy across the company.

Learn more about SAP's Human-Centered Approach to Innovation: **https://apphaus.sap.com/approach**

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How To
Map the User Experience Journey

Duration
1 - 2 Hours

Participation
3 - 5 People

Roles
Designers, Architects

Use Input From
- **Define a Persona**
- **Conduct Field Research**

Steps

1 In the **center lane**, write down the actions step by step. What steps does the user take to achieve their goal or complete their tasks?

2 Write down the corresponding mindset in the **top lane**. What is on the user's mind during this journey? How do they feel at each step of their journey?

3 In the **bottom lane**, note the corresponding touchpoints: What does the user interact with along the journey? Include tools, devices, conversations, other people, and any other points of engagement.

4 Mark the pain points and moments of truth.

Expert Tips

A **"moment of truth"** describes a situation when something could go wrong, and/or in which critical decisions have to be made.

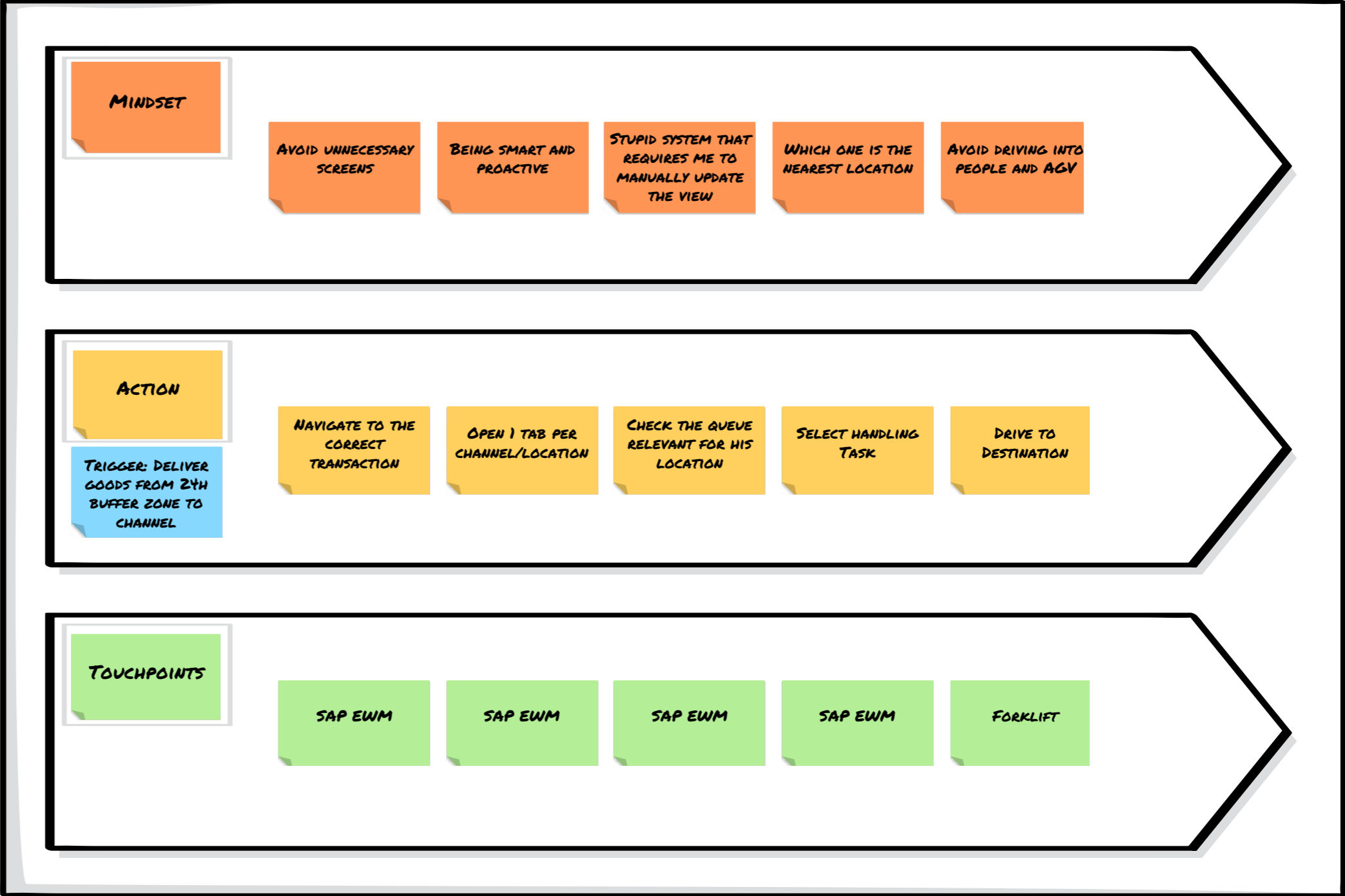**"Pain points"** are situations that the user finds uncomfortable, frustrating, or difficult.

If ideas come up during the exercise, place them in an "idea parking lot," a designated area on your whiteboard or brown paper.
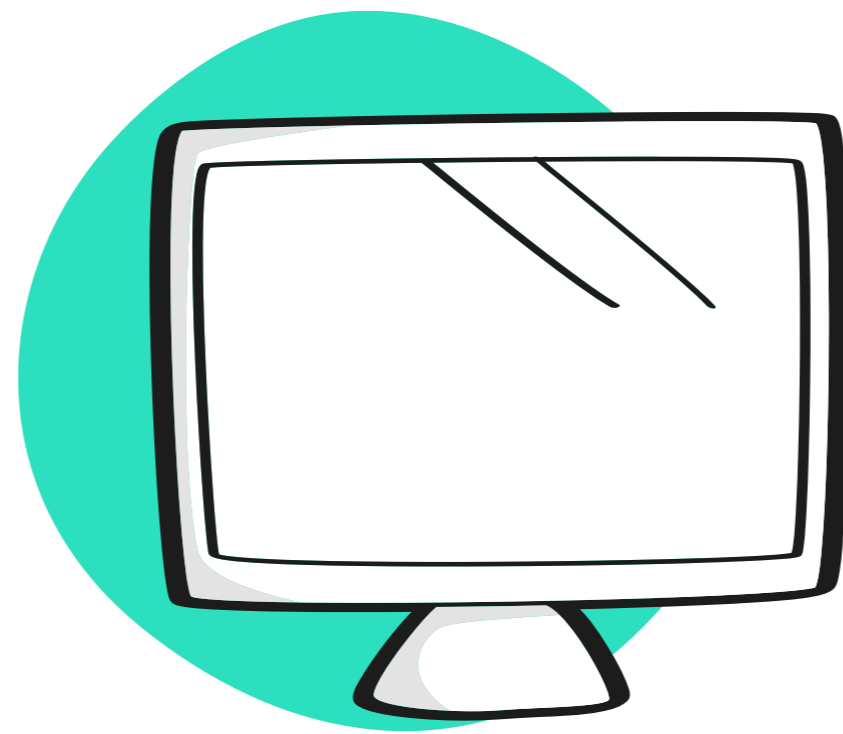
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Example
User Experience Journey Map

Persona: Michael, Forklift Driver

Trigger: deliver goods from 24h buffer zone to channel

Mindset

| Avoid unnecessary screens | Being smart and proactive | Stupid system that requires me to manually update the view | Which one is the nearest location | Avoid driving into people and AGV |

Action

Trigger: Deliver goods from 24h buffer zone to channel

| Navigate to the correct transaction | Open 1 tab per channel/location | Check the queue relevant for his location | Select handling Task | Drive to Destination |

Touchpoints

| SAP EWM | SAP EWM | SAP EWM | SAP EWM | Forklift |

Virtual Collaboration Template

MURAL Template
User Experience Journey Map

Instructions

An User Experience Journey Map allows a team to gain a common understanding of the use-case through the eyes of the user over time.

Time Needed
Ca. 60 min

Participants
5 - 6

How to use
Insert the name of the persona and the use-case that the user experience map will be about.
Start with the central track and write down the actions / steps the user takes to achieve his/her goal or tasks.
Indicate the mindset and touchpoints of each action as you move forward.

Recommended for
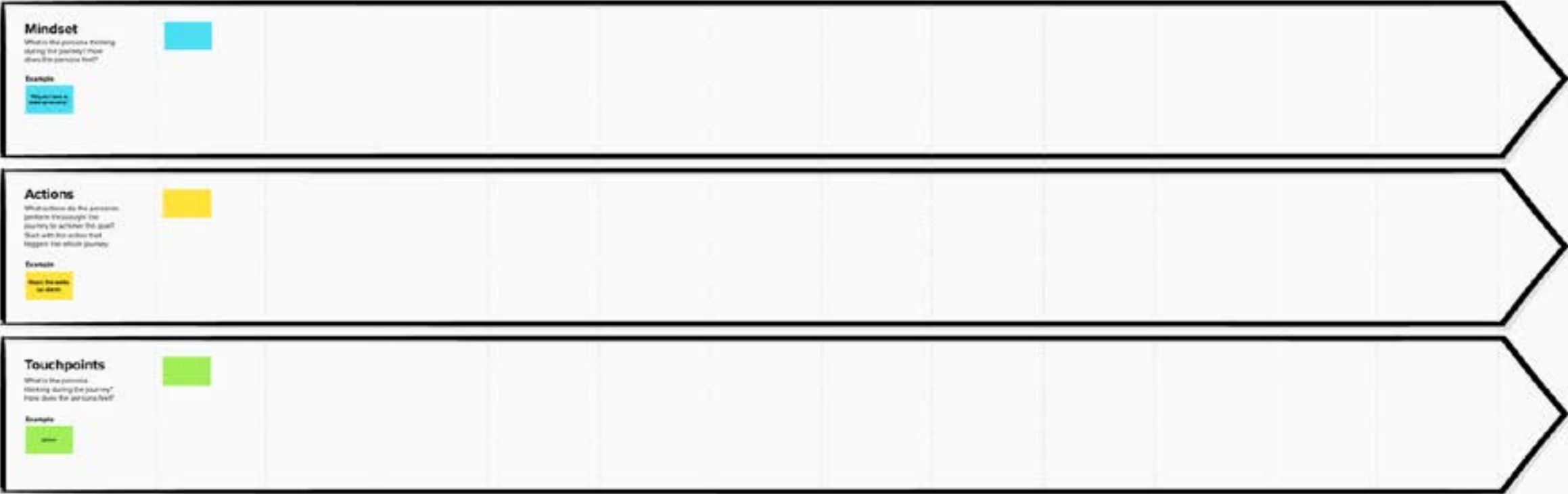Discover Phase

Previous step
Persona

User Experience Journey Map

Describe how the persona experiences the identified use-case.

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[insert persona name]   [insert use-case name]

Mindset
What is the persona thinking during the journey? How does the persona feel?

Example:

Actions
What actions do the persona perform throughout the journey to achieve the goal? Start with the action that happens the whole journey.

Example:

Touchpoints
What is the persona thinking during the journey? How does the persona feel?

Example:

Access the MURAL template*: **https://app.mural.co/template/56c5fe56-1919-41e0-8a3e-8b063518d362/a3ac58aa-24ba-4781-b293-1c8a70f29056**

*Registration required

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