

DISCOVER PHASE / Joint Activity

# User Experience Journey Map

Understand current challenges and motivations for the user over time to derive insights about the use case.

# Why to use a User Experience Journey Map?

A User Experience Journey Map allows a team to gain a common understanding about the use case through the eyes of the user over time. It helps a team recognize current user challenges and motivations as well as derive insights about the use case and articulate user needs.

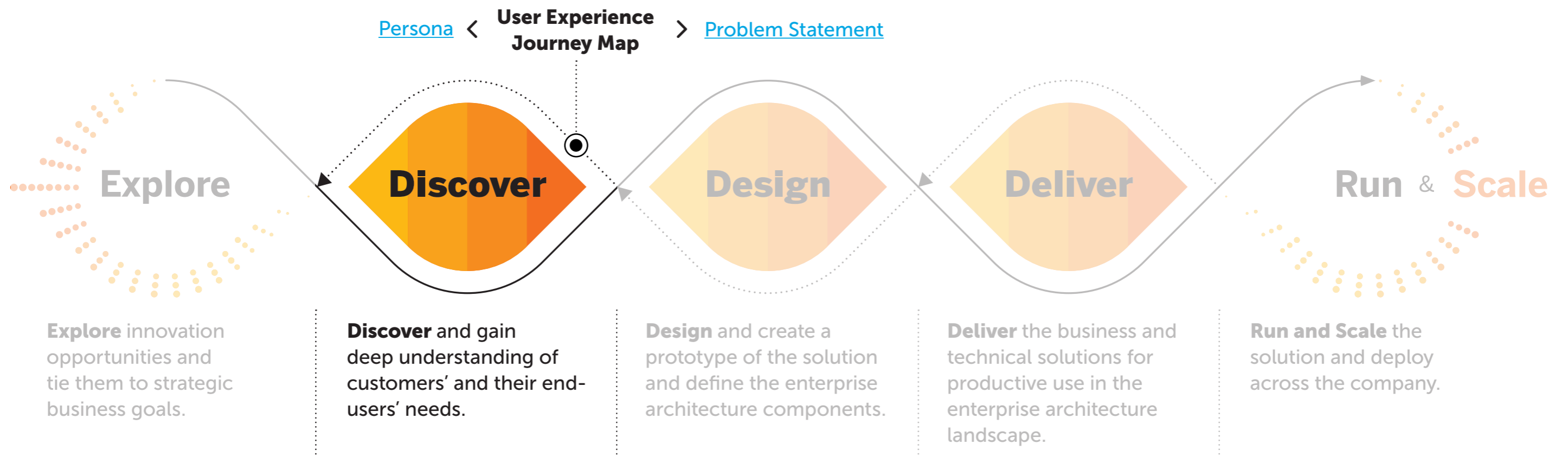
It is an exercise used to lay out the user experience in a chronological order, step by step, on a whiteboard or big poster. Knowledge about the use case and the user is key to conduct this exercise.



# When to use a User Experience Journey Map?

We use this activity to capture the As-Is Process during the Discover phase of the SAP Human-Centered Approach to Innovation. 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 is necessary to have defined the persona(s) who will go through the journey.



Lear more about SAP's Human-Centered Approach to Innovation: <https://experience.sap.com/designservices/approach>

# How to use a User Experience Journey Map?



Duration  
**1 - 2 Hours**



Participation  
**3 - 5 People**



Roles  
**Designers, Architects**



Use input from

- [Persona](#)
- [User Research](#)

## Steps

- 1** Write down the actions step by step in the **center lane**. What actions does the user take while trying to achieve their goal and/or fulfill 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** Write down the corresponding touch points on the **bottom lane**: . What touch points does the user have? What do they engage with while on the journey (tools, devices, conversations, other people, etc.)?
- 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 are called "pain points".

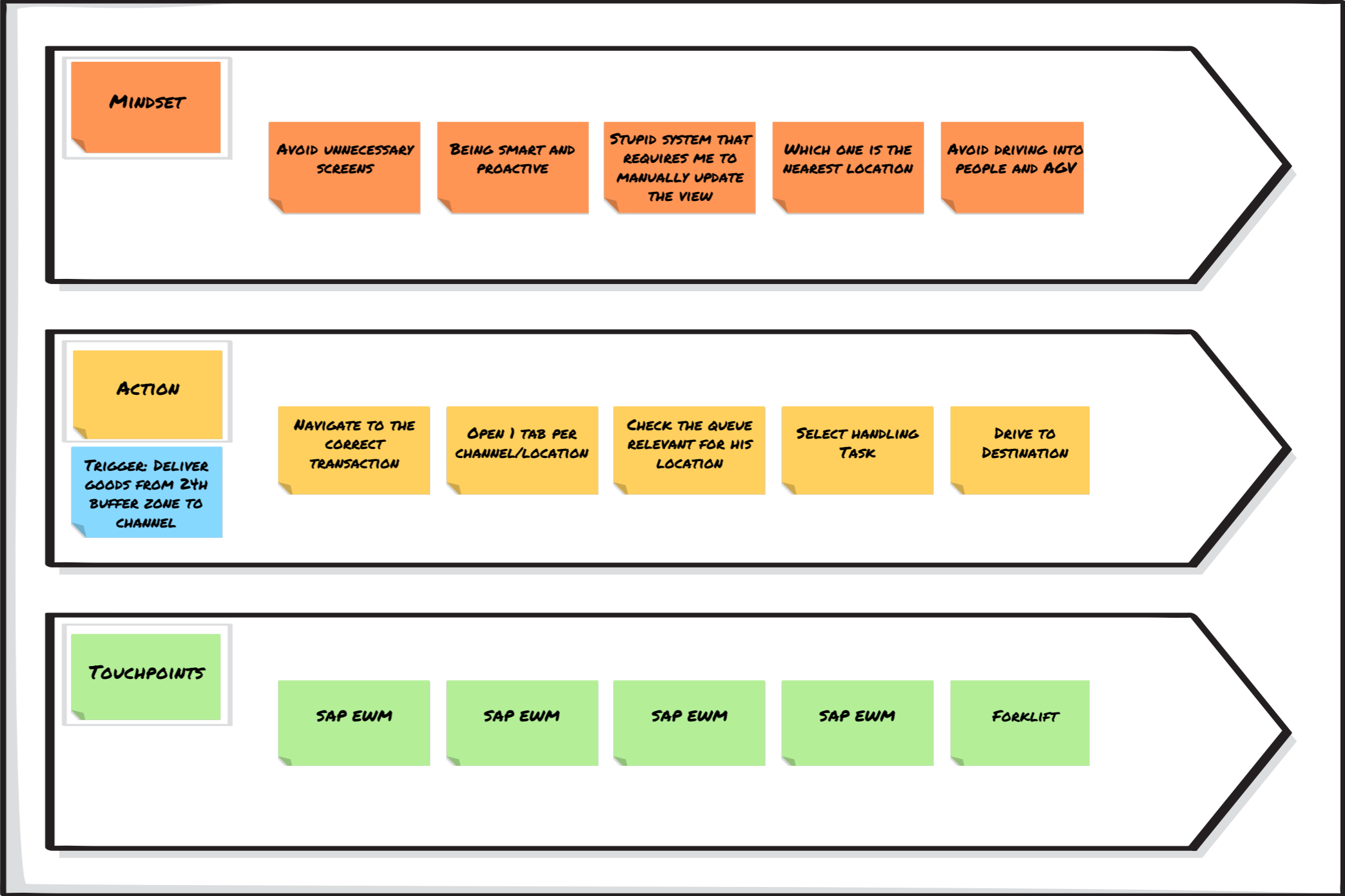
If ideas come up during the exercise, put them to an idea parking lot.

# Example

## User Experience Journey Map

**Persona:** Michael,  
Forklift Driver

**Trigger:** deliver goods  
from 24h buffer zone  
to channel





# Template for Print

# User Experience Journey Map

## Mindset

What is on the personas mind while taking the actions of their journey? How do they feel each step of their journey?

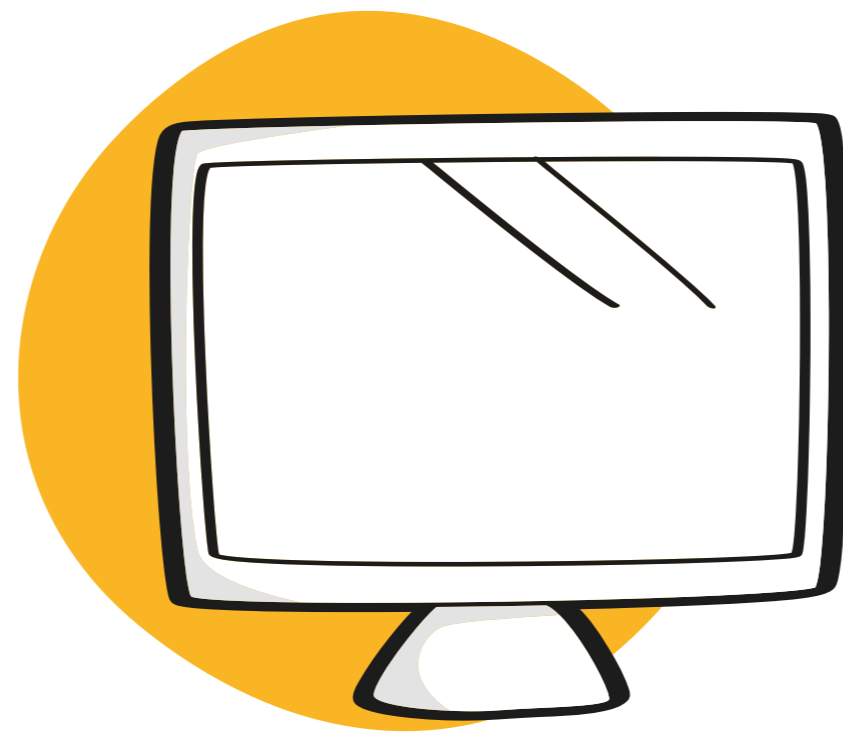
## Actions

What triggers the journey and what actions and activities does the persona take while going through the journey to achieve their goal? Step by step!

## Trigger

## Touchpoints

With whom or what does the persona interact at each step?



# Virtual Collaboration Template



# MURAL Template

## User Experience Journey Map

User Experience Journey Map

526 SHARE

### User Experience Journey Map

Describe how the persona experiences the identified use-case.

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

**Mindset**  
What is the persona thinking during the journey? How does the persona feel?  
Example: "Why do I have to wake up so early?"

**Actions**  
What actions do the personas perform throughout the journey to achieve the goal? Start with the action that triggers the whole journey.  
Example: Hears the wake up alarm

**Touchpoints**  
What systems, tools or people does the persona interact with along the journey?  
Examples: iphone, clock

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