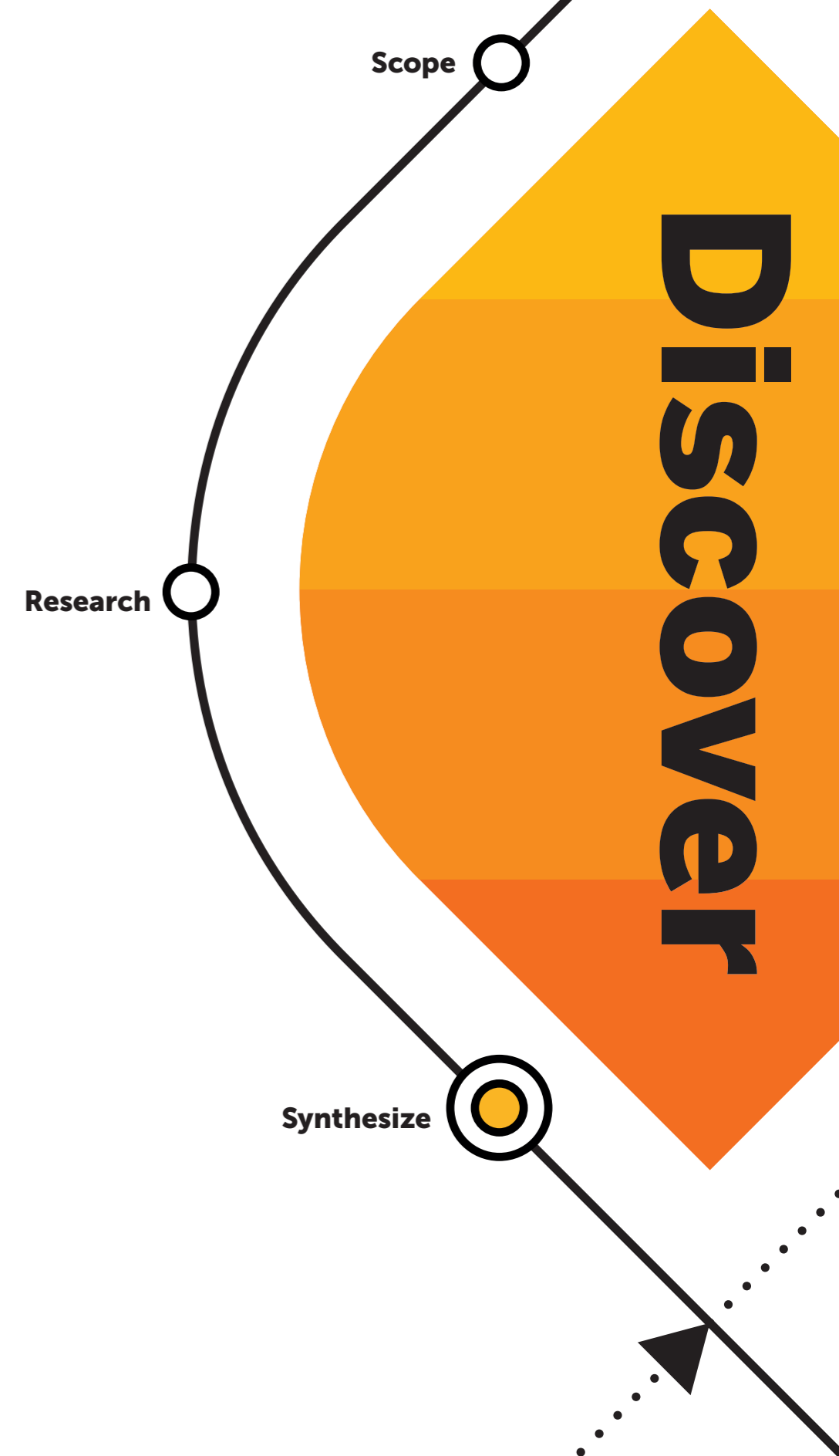# User Experience Journey Map

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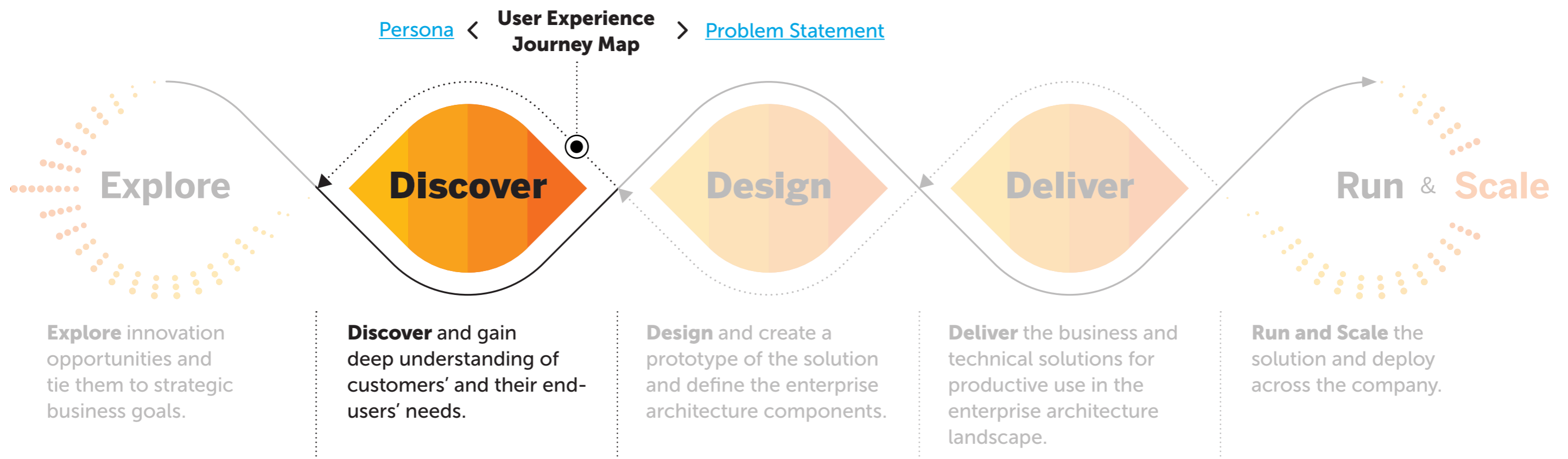
It is an exercise used to lay out the user experience in a chronological order, step by step, on a whiteboard or big poster. Knowledge about the use case and the user is key to conduct this exercise.

Scope

Discover

Research

Synthesize

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.

Persona < **User Experience Journey Map** > Problem Statement

Explore

Discover

Design

Deliver

Run & **Scale**

Explore innovation opportunities and tie them to strategic business goals.

Discover and gain deep understanding of 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.

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.

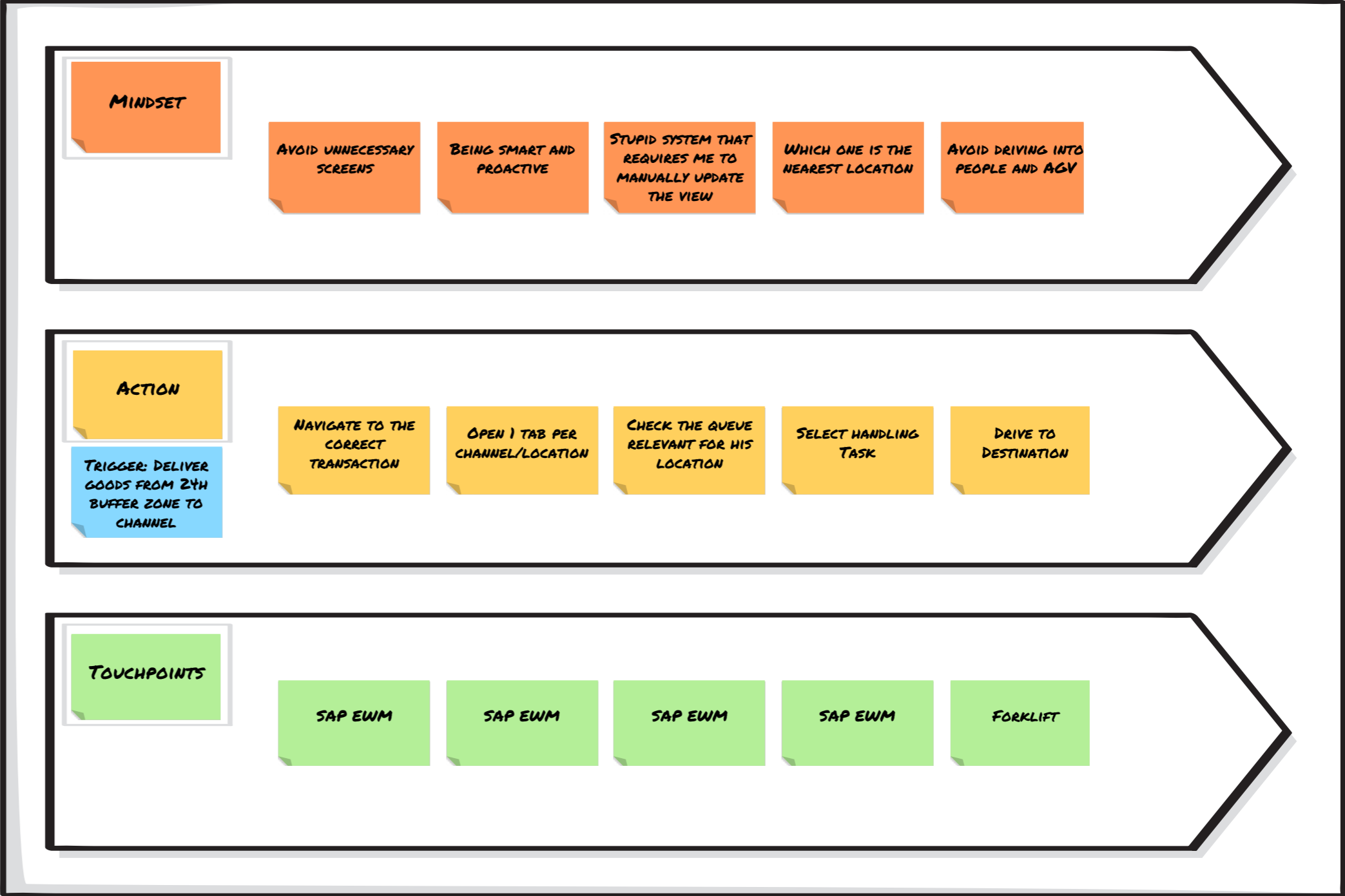**Pain points** are situations that the user finds uncomfortable, frustrating or difficult are called "pain points".

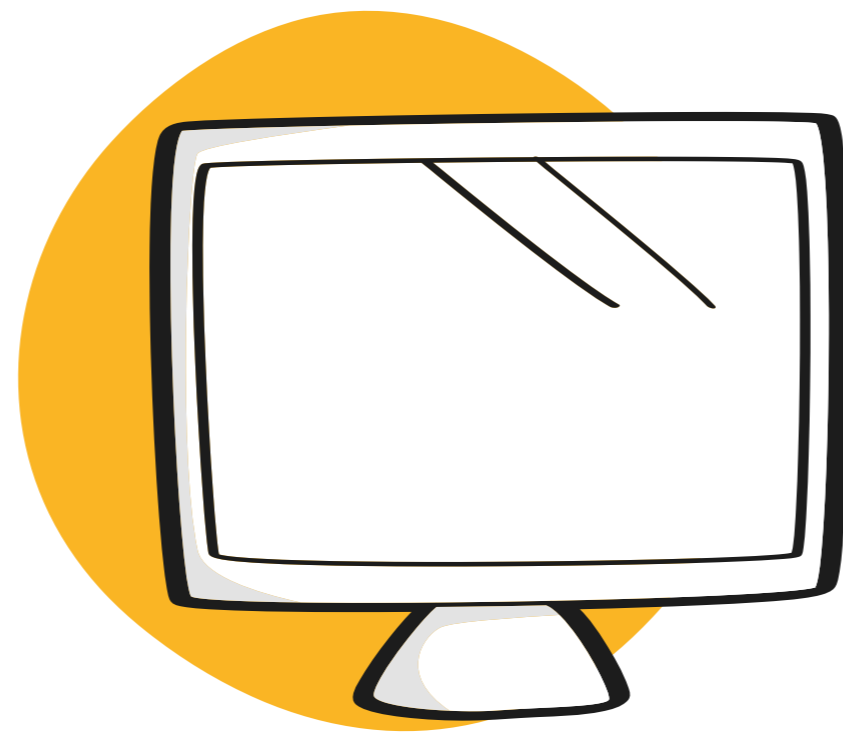If ideas come up during the exercise, put them to an idea parking lot.

member of the SAP
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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 |

Template for Print

Virtual Collaboration Template

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AppHausNetwork

MURAL Template
User Experience Journey Map

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 throuought 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

clerk

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

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