

USER JOURNEY MAP TEMPLATE

How to use this template

JOURNEY SCOPE
Try to build a journey that summarizes the experience for most of your users with the same scenario / goal and not go into more detailed segments or personas.

PHASES
Key phases (or 'stages') start when users become aware of a problem they need to solve or a goal they want to achieve. It may end when they evaluate whether they achieved their goal or enter a maintenance phase. e.g., user journeys for e-commerce could be structured along the classic funnel of awareness, consideration, purchase, delivery & use, and loyalty & advocacy.

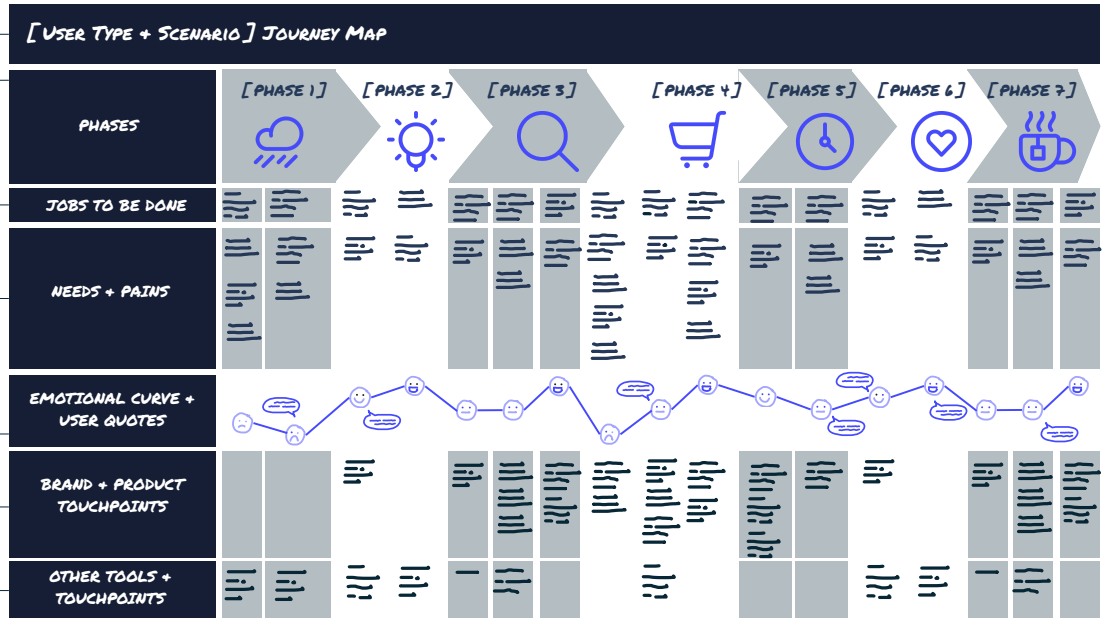
JOBS TO BE DONE
Jobs to be done are the tasks and decisions that are required to achieve the actual user goal. Ideally, users "hire" your product/service to assist them with some of these JTBD. Phrase your JTBD as Verb + Object + Context. E.G., "Install app on phone" or "Pay & tip delivery driver"

NEEDS & PAINS
Users have needs and pains during every step along the journey. Use this section to collect the most important needs and potential pains, even if not all apply in all cases. What are the repeating themes, even the ones you are (currently) not able to solve with your product? Phrase pains and needs as I or Me-statements from user perspective, e.g., "I forgot my login details", "I am afraid to embarrass myself" or "My day is too busy to wait all day for a delivery."

EMOTIONAL CURVE
Emojis and/or a curve of ups and downs are commonly used to make it easy to understand and empathize with the emotional state of the user. Quotes can be used for illustration.

BRAND & PRODUCT TOUCHPOINTS
List current and planned touchpoints and tracking points with your service. But in order to have a journey that does not get outdated too quickly, keep it on a more general level.

OTHER TOOLS & TOUCHPOINTS
Listing acquisition channels, competitors, and other tools used along a journey can tell you a lot about blind spots in your service or potential partnerships or APIs.



Where to collect the required user data (combine 2 to 3 of the approaches)

IN-HOUSE EXPERTISE
The people working for and with your users are an incredible source of knowledge to start and finalize the journey. Whilst there might be a few overly optimistic or biased observations you need to set straight with your additional research. A user journey mapping workshop and/or expert interviews involving colleagues from very different (user-facing) teams (e.g., sales, CS, BI, CI, marketing, logistics, UX) will help you collect a lot of insights and feedback. You can use these methods to build a preliminary skeleton for your journey and finalize the journey with their input and feedback.

DESK RESEARCH
Next to this, it is fair to assume there is already a ton of documented knowledge about the users floating around in your company, your UX research repository, and even in industry reports you can buy or find with a bit of googling. Go through them and pick the cherries that are relevant for your user journey. Anything can be interesting: old research reports, not yet analyzed context interviews from earlier user interviews, customer support tickets, NPS scores, user satisfaction surveys, App Store feedback, and even product reviews written by journalists. Search for competitor user journeys in publicly available UX case studies. Ask your in-house experts if they know of resources you could check. And find out if there's already a long-forgotten old journey map from a few years ago that you can use as a starting point (most organizations have those somewhere).

QUALITATIVE USER RESEARCH
Qualitative research methods are your best shot to learn about all the things users experience, think, and desire before and after they touch your product. In-depth interviews and focus groups explore who they are and what drives them. You could show them a skeleton user journey map for feedback or co-creation. This could also be embedded into your User Journey Mapping workshop with the team. Alternatively, you can follow their actual journey in diary studies, in-home visits, or shadowing. However, it would help if you talked to actual users of your product or competitors to learn more about the real scenarios in all these cases. This is why usability testing with non-users or fictional scenarios won't help the User Journey Map.

USER ANALYTICS
User analytics are a beautiful source of information, even if they have their limitations. Depending on what tools you are using (e.g., Google Analytics, Firebase, Hubspot, UXCam), you can follow the digital footprints of your users before and when they were using the product. This may include acquisition channels (input for Brand touchpoints and early journey phases), search terms that brought them to your product (input for Needs & Pains), and how they navigate your product. Unlike a usability test, you can use screen flows and heatmaps to behave naturally when they follow their own agenda, how long it takes them, and how often they are so frustrated that they just abort. Knowing this gives you pointers to negative user emotions at specific journey steps and even helps identify your product's Moments of Truth. While you cannot ask the users if your interpretations are correct, checking Analytics already helps you prepare good questions and talking points for user interviews or surveys.

HOW YOU CAN UTILIZE UXCAM
If you have UXCam set up in your mobile app, you can use it to support your user journey research. You can find many of the previously mentioned User Analytics features (Screen Flows, Heatmaps including rage taps) here as well. UXCam can also be an invaluable asset for your qualitative research. Especially for niche products and B2B apps normally have a lot of trouble recruiting real users via the usual user testing platforms. UXCam's very detailed segmentation options allow you to identify exactly the users you want to interview about their journey - and reach out to them via email or UXCam push notifications which can include invitation links for your study, a survey, or an additional screener.

