

Journey Mapping

Journey mapping is an exercise focused on understanding the experience of people and the systems that they may use. A journey map may be a flow chart, map or timeline that is used to hone in on an experience for a particular group or individual in detail. Sometimes called experience diagramming, journey mapping can be used to:

- Illustrate a series of typical experiences
- Highlight critical waypoints in the journey of the particular group or individual
- Document an experience of people, places, and things encountered
- Build empathy for people through an understanding of their experiences.

Journey mapping may be used to gain insights on existing situations, as well as inform your work to address improvements in a typical experience.

How Journey Maps Can Help You Get Closer To Your Customers

<https://www.quirks.com/articles/how-journey-maps-can-help-you-get-closer-to-your-customers>

Getting a Grip

<https://www.quirks.com/articles/how-the-ymca-used-journey-mapping-to-boost-member-retention>

Reference: *Innovating for People*, Human-Centered Design Planning Cards. Luma Institute. 2012.