

RESOURCE LIBRARY

Journey Map

**About This Tool**

We use this style of data synthesis plan during the Discovery Phase of our work. We have combined insights from across our work - Community Engagement, Strategic Planning, Research & Evaluation - to create a resource that is general enough to apply to most types of projects. Feel free to add and delete prompts to suit your needs.

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**Notes on Usage**

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# Instructions on Building a Journey Map

1. **As a group, be clear about what process or challenge is being mapped.** 
   1. How many stakeholder groups do you plan to map? Do you want to map a wide range of experiences from folks with different relationships to the challenge? Or do you want to map differences within the same stakeholder group?
2. **Identify the right number of 'phases'**
   1. Define key stages in the process you are researching.
   2. It can help to think in terms of *before*, *during*, and *after* to identify the various phases of the journey.
3. **Identify the type of information that you want to map over time.**
   1. Do you want to map how people are feeling?
   2. Do you want to map what people are thinking and what decisions they make?
   3. Do you want to map what people are doing and the actions that they take at different phases?
   4. What else stood out from your interviews that is important to map over time?
4. **Revise the journey to map the determined columns and rows.**
   1. Based on your understanding of the process phases (columns) and the data that you wish to map (rows), update the journey map structure to fit your needs.
   2. Add or delete columns/rows as needed.
5. **Map your data, and begin to group themes**
   1. Add your stakeholder data into the Journey Map, where it best fits.
   2. Make any necessary changes to the columns or rows to accommodate your data. Mapping data can often be a way to test whether you’ve clearly defined the phases of the journey. You may find that some steps don’t happen or aren’t important to people. You may find a new phase to be added.
   3. Review the outcome. What insights or questions rise to the top? What gaps exist in your data?

# Journey Map Template

**Instructions:** Revise the column names to match the phases of the journey that you are mapping and revise the row names to match the data that you wish to chart. Once you’ve set-up your table, map your data to the most fitting part of the journey.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Phase 1** | **Phase 2** | **Phase 3** | **Phase 4** | **Phase 5** |
| **Data Dimension 1** | * data | * data | * data | * data | * data |
| **Data Dimension 2** | * data | * data | * data | * data | * data |
| **Data Dimension 3** | * data | * data | * data | * data | * data |
| **Insights** | * Insight/ reflection | * Insight/ reflection | * Insight/ reflection | * Insight/ reflection | * Insight/ reflection |

# Printer-Friendly Journey Map Template

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