4.2.3. Tools and techniques to use in a co-creation process
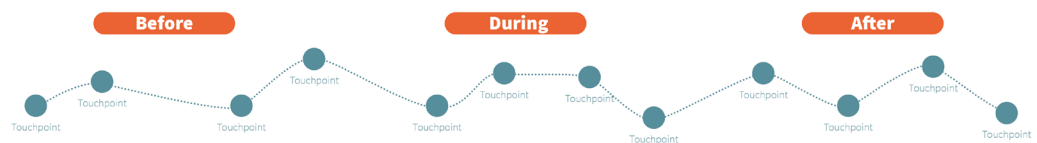
Name of the technique: **Journey map**

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Supporting the Promotion of Equality
in Research and Academia

| Minimum number of participants: | 3 |
| Maximum number of participants: | 8 |

Point of view of the user

Timeline

Point of view of the institution or service provider

What is a journey map?

A journey map looks at the chronological sequence of an experience from (before) its start till (after) its end. This journey is "mapped" in the sense that it is presented visually on a timeline.

A simple journey map will include the timeline, positioning the "touchpoints" during the journey between the user and the provider; in the example these are the candidate for a recruitment and the institution.

An important element in a journey map is the consideration of the full journey: for a recruitment process, the start might be considered as the moment a candidate reads a job advertisement, but one can ask the following additional questions: who decided on which elements to be covered in the job ad, on how it is formulated and on where the vacancy was published? How did the candidate find the job ad? These questions make it clear that the actual 'journey' starts earlier than at the moment of the first touchpoint.

All steps, and more importantly all the touchpoints, have to be identified. It is at the touchpoints that interaction occurs and that both rational and emotional elements can play a critical role and impact the total experience.

How to make a good journey map?

Journey maps need to be complete and clear. Making the journey map in a participative way will help to achieve this. It also contributes to building a common understanding of what a user goes through.

Journey maps are built up in layers:

1. The basic layer contains a timeline with a positioning of the touchpoints on the timeline.
2. The second level is to explain what happens above and below this line, both in-between the touchpoints and at the touchpoints. What is put above the line is the point of view of the user. What is put below the line is the point of view of the institution or service provider. At the user level, it is important to differentiate the rational and the emotional aspects: near the line, one mentions the activities and objective information. Further up, one can mention the feelings. At the institutional level, the purpose is to identify who (which function) is active and in direct contact with the user at the touchpoint, what this person does, and also what this person is experiencing in terms of feelings.
3. The third level is to identify problems and opportunities on the journey map.

What are journey maps used for?

Journey maps are used throughout the full design process.

They are useful at the start of a process to make sure all steps and dimensions have been considered: has all necessary information on what is actually happening at each touchpoint been identified?

They help to develop insights on problems that occur during the journey.

They can be used as a tool in the design process itself, to find solutions for identified problems, for deciding on removing or adding touchpoints to improve or change the experience.

Journey maps can start as very simple timelines and become very complex during the process as layers of information are added to them. Ultimately, a journey map becomes a blueprint of the service, with details not only of what happens, but also of the underlying processes. They can also include the actions of those persons inside the organisation involved in the "back office", i.e. those that do not have direct contact with the user, but still play a role in the delivery of the service to the user.