

# User Journey Mapping



## What is it?

Mapping the journey a user takes when conducting an activity, in order to identify opportunities for improvements and interventions. It is a visual representation of their experience which helps you identify the highs and lows and see where an intervention is required to improve the process. This is a technique useful for improving any established service. It is a very useful activity to do for the Customer Services Excellence award. It is not suitable for developing new services.



## Things you need

- User journey template
- Post-it notes
- Pens
- Willing participants
- An activity!



## How to do it

1. Ask the user to identify the steps they have gone through to map an activity e.g. borrowing a book
2. Ask them to map how they feel at each stage of the activity
3. Ask the user how the placers/steps could be improved
4. Identify areas for improvement

