

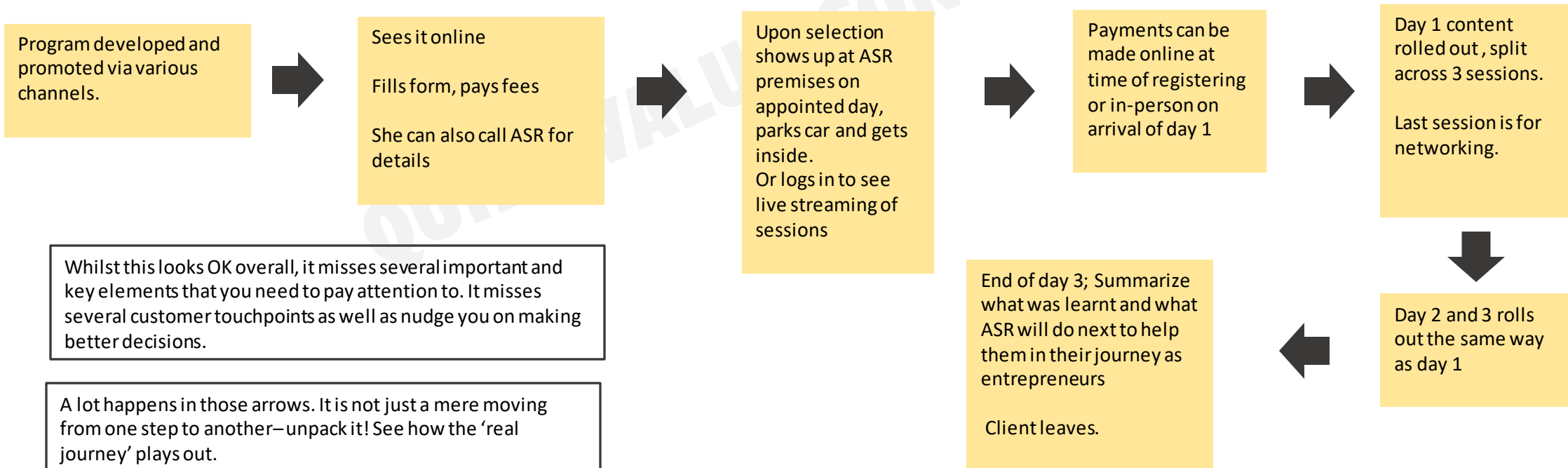
JOURNEY MAPS

Journey maps tell us the 'journey' or path taken by the client / customer as they use your product / service. Mapping a customer journey allows you to understand how your product / service plays out and is particularly helpful in identifying points of pain (PoP). (Many times these PoP are not part of the product or service but nonetheless become a critical part of using your product or service)

You can use words, images, shapes and arrows to mark the journey and draw between and use different colors.

Let's continue the same example from the Storyboard phase - **a 3-day incubator/accelerator program for women entrepreneurs which could be online or in-person. Let's call the organization ASR**

JOURNEY MAP EXAMPLE 1 OF 3



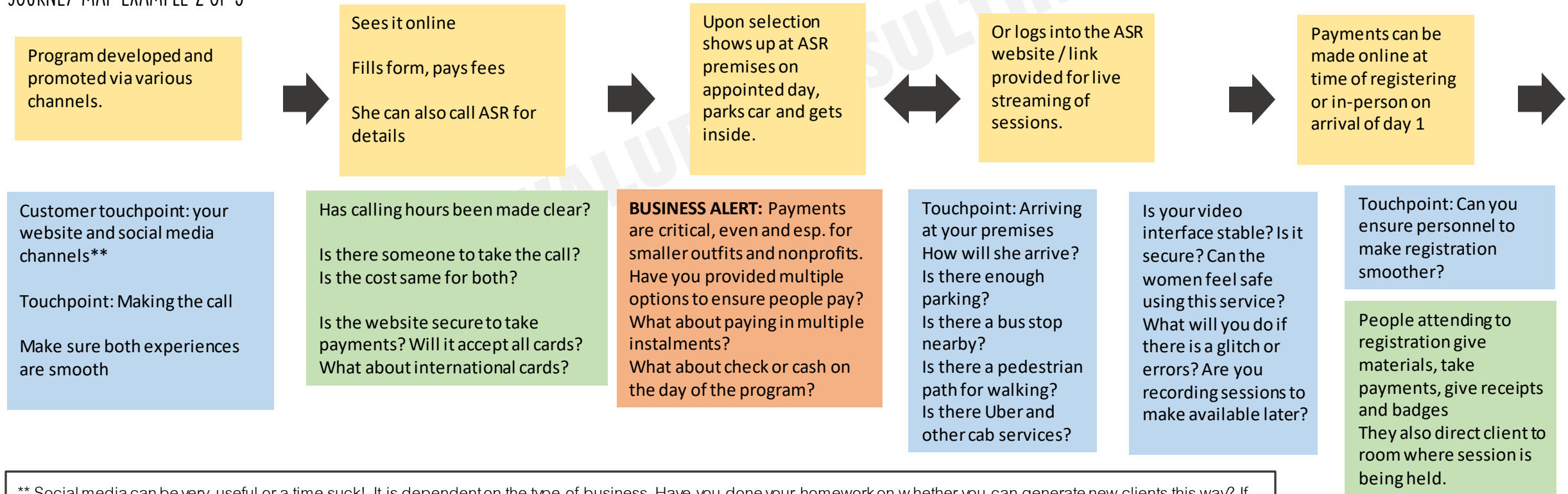
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JOURNEY MAP EXAMPLE 2 OF 3



** Social media can be very useful or a time suck! It is dependent on the type of business. Have you done your homework on whether you can generate new clients this way? If you're running on meager resources, maybe spending money, time and personnel crafting social media messages is not helpful. Brainstorm quickly to decide!

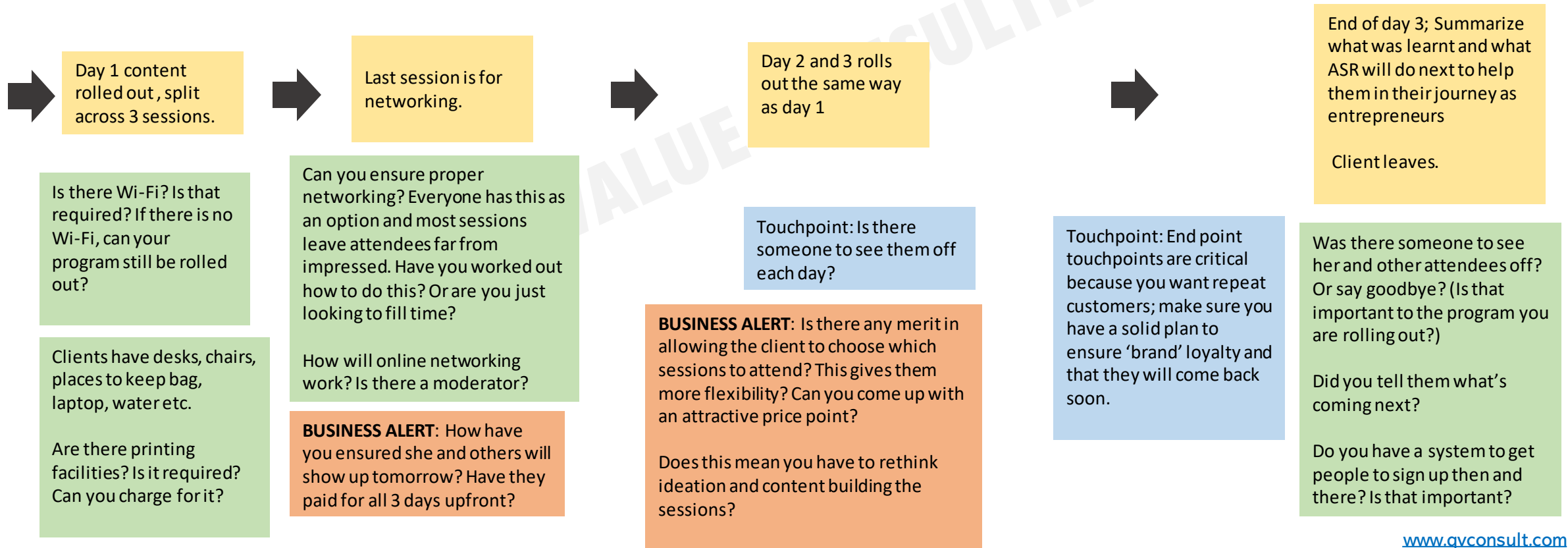
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JOURNEY MAP EXAMPLE 3 OF 3



JOURNEY MAPS

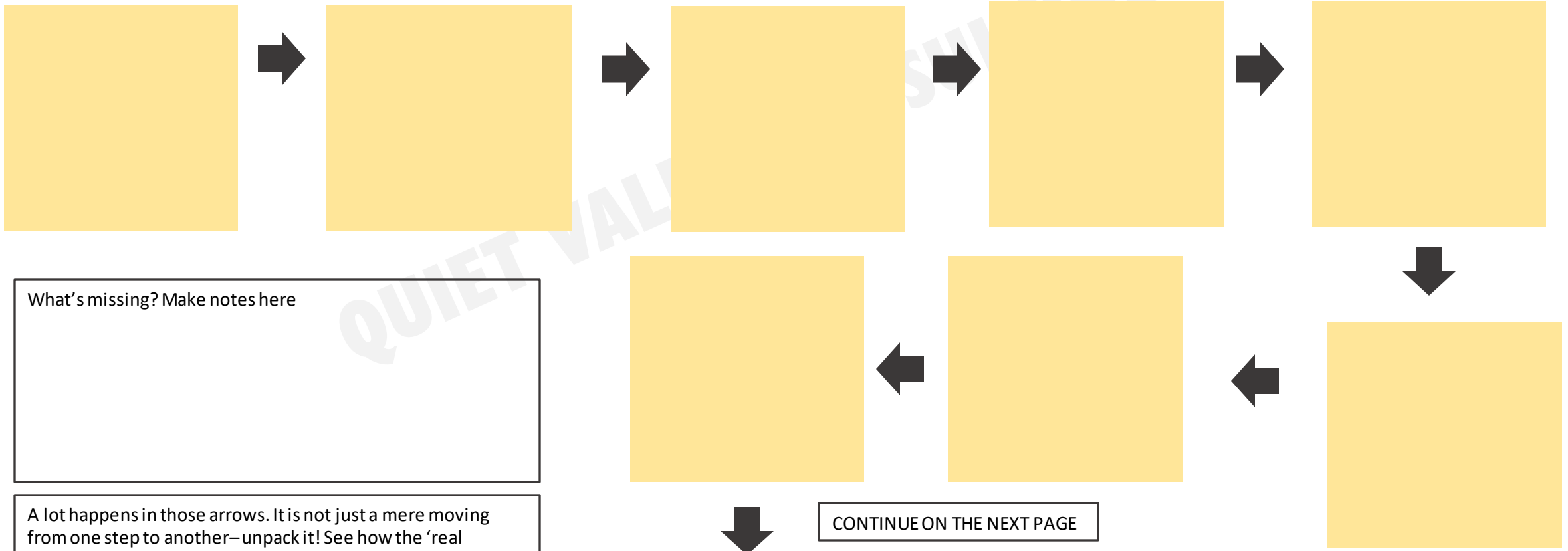
JOURNEY MAP TEMPLATE 1 OF 4

Use this template to create a journey map of your product / service. This allows you to see how your venture plays out step by step and allows you to identify PoP (Points of Pain) as well as see how your venture rolls out from the client's point of view (See example on previous page for help)

DO NOT EXCEED 12-15 JOURNEY POINTS WITH AN ABSOLUTE MAXIMUM OF 25. YOUR JOURNEY MAP WILL GET OUT OF CONTROL BEYOND THAT!

Also, journey maps are for one persona type going through one journey or interaction. REMEMBER THAT ALWAYS

MVI here:



What's missing? Make notes here

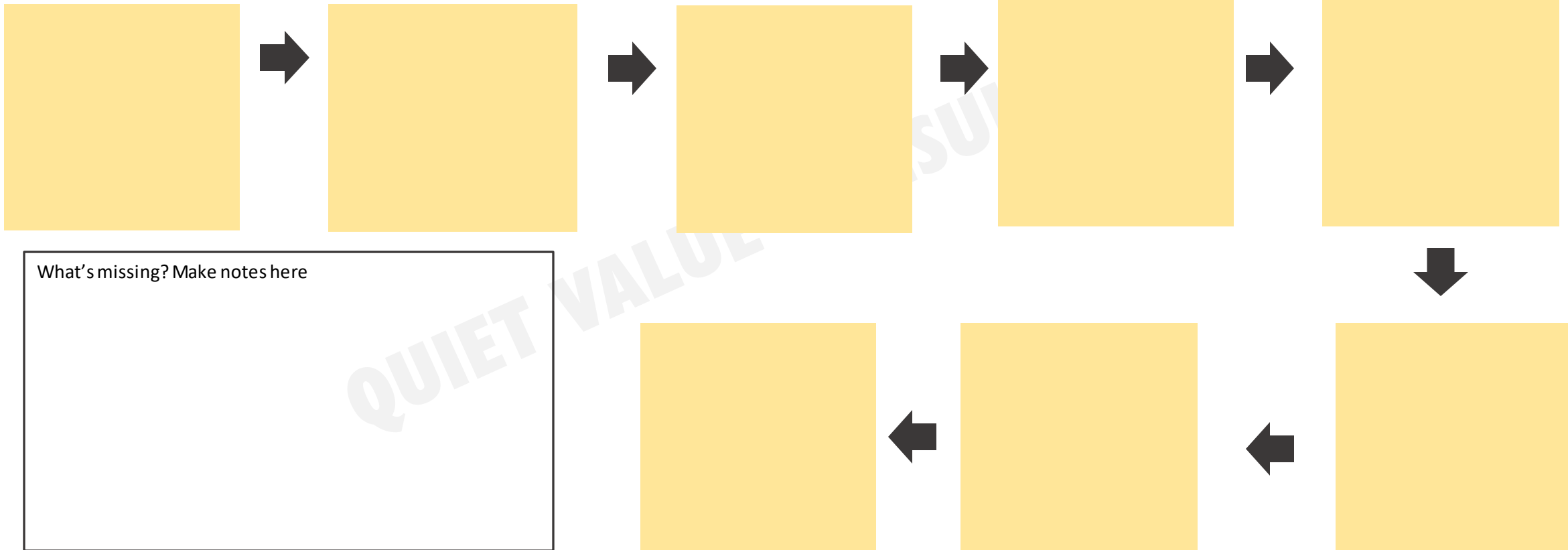
A lot happens in those arrows. It is not just a mere moving from one step to another—unpack it! See how the 'real journey' plays out.

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PRINT AS MANY AS YOU NEED OF THIS PAGE TO MAP YOUR JOURNEY

JOURNEY MAP TEMPLATE 2 OF 4

MVI here:



What's missing? Make notes here

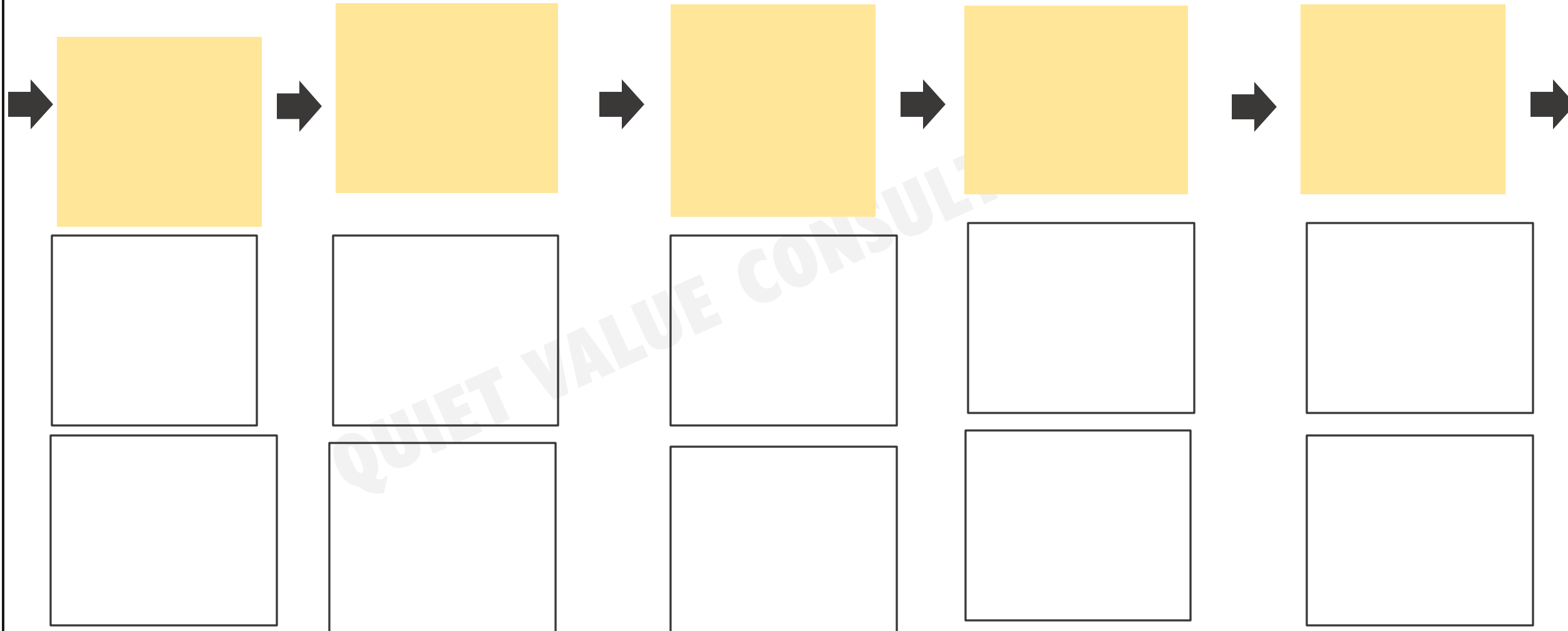
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We've limited the template to 10 journey points, feel free to print more of this page to add more. If you need more color-coded boxes, add physical or virtual post-its!



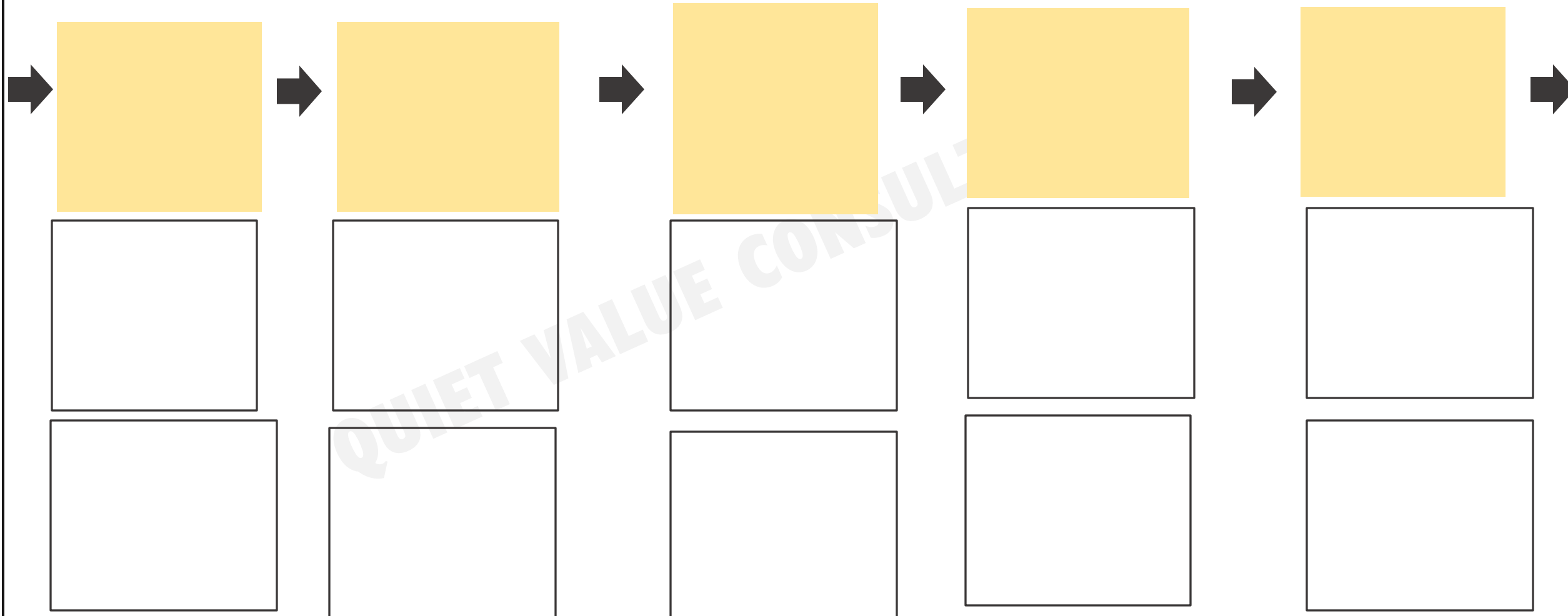
COLOR CODE THESE BOXES TO INDICATE DIFFERENT THINGS- TOUCHPOINTS, BUSINESS ALERTS, IMPORTANT INTERACTIONS, HUMAN SKILL ALERT ... AND THERE WILL BE SOME UNIQUE TO YOUR OWN COMPANY / PROGRAM...

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JOURNEY MAP TEMPLATE 4 OF 4

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JOURNEY MAPS FEEDBACK

Use this template to gather feedback from your journey map presentation. Number each of your journey points (the yellow blocks from the template). Assign same numbers to the boxes in the template below. Get participants to scribble, sketch, doodle or use words to jot down their thoughts. Print enough template sheets to cover all (yellow) journey points in your map.


















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