

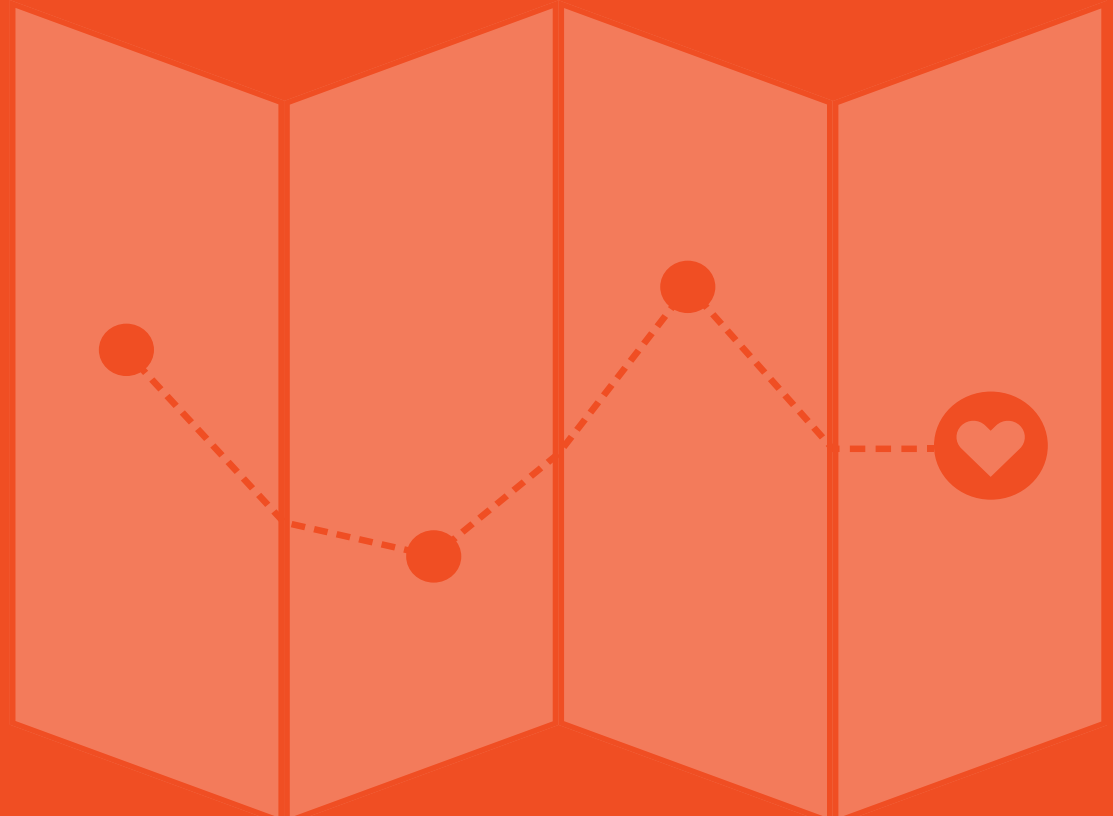


# Empathy: Journey Mapping

Learners will create a journey map of a partner's day.

## Learners will...

- Make observations of people from their lives
- Identify and compare patterns from their observations
- Understand how journey maps help designers find design opportunities





## Instructions

- 1** Begin by discussing what Journey Maps are (see page 3 for more information).
- 2** Ask your learner to choose one task or goal they can shadow someone else tackle.  
**Examples:** Laundry process, making a meal, completing a homework assignment, planning a celebration, redecorating a room.
- 3** Discuss the ways that they can observe without interfering in the process.  
**Sample Questions:** Do you like to be watched when you do things around the house? What are some things you could do while watching that would change the way someone usually finishes a task? Why don't we want to interfere with what our subjects are doing?
- 4** Challenge your learner to list all the ways they can observe and record their subject's journey without being distracting.  
**Examples:** Taking notes of what they say, taking photographs of what they do, drawing facial expressions, asking for materials once the goal is achieved.
- 5** Once they understand the scope of their observation, encourage your learner to introduce the project to the subject they will be observing. Remind them that being observed can be nerve-wracking so it's important that they make their subject feel comfortable.
- 6** Your learner's challenge is to document their subject's journey to accomplishing their goal as accurately as possible. If possible, your learner can observe the journey several times before continuing.
- 7** After the goal is completed, your learner will need to organize all their findings in a journey map. Feel free to use our template or have your learner create their own! They can accomplish this by splitting their observations into three categories:  
**Body:** What did their subject do?  
**Heart:** How did your subject feel while they were doing that?  
**Brain:** What questions, thoughts, or information did your subject need to move forward?
- 8** Finally, have learners identify opportunities for design.  
**Guiding Questions:** Did the subject say they were frustrated at a certain point in the process? What kind of questions did you subject ask themselves or others during the process? Did you see your subject struggle to complete any portion of their goal?

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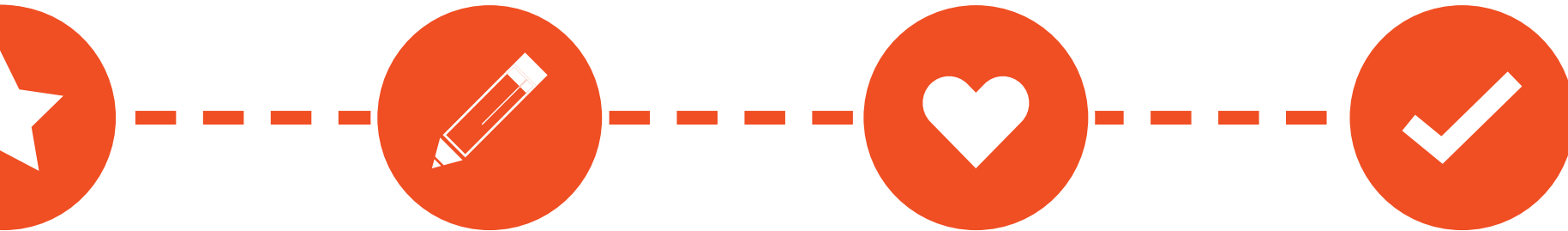


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## Journey Maps

A Journey Map is a visual representation of the steps someone takes to achieve a goal. Journey maps can be used to better understand how someone approaches a task or solves a problem. They are useful in the research or empathy stage of the design process. They can also be used in the testing stage as a way to trace how people are making use of a product or design solution.





# Journey Map Template

DESIGNER NAME \_\_\_\_\_ SUBJECT NAME \_\_\_\_\_ TASK/GOAL OBSERVED \_\_\_\_\_



Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Body	Body	Body	Body	Body	Body
Heart	Heart	Heart	Heart	Heart	Heart
Mind	Mind	Mind	Mind	Mind	Mind
Improvements	Improvements	Improvements	Improvements	Improvements	Improvements



# Journey Map Example

**DESIGNER NAME** Diana      **SUBJECT NAME** Chris      **TASK/GOAL OBSERVED** Feeding Tara, the dog

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Realizing the bowl is empty	Washing the bowl	Gathering ingredients	Mixing the food	Cleaning Up	Feeding the Dog
<p><b>Body</b></p> <ul style="list-style-type: none"> <li>Walked by the bowl on the way to the kitchen</li> <li>Looked at the bowl and saw it was empty</li> </ul>	<p><b>Body</b></p> <ul style="list-style-type: none"> <li>Picked the bowl off the floor</li> <li>Washed the bowl in the sink</li> <li>Dried it with a paper towel</li> </ul>	<p><b>Body</b></p> <ul style="list-style-type: none"> <li>Opened the closet and grabbed two bags of food.</li> <li>Put both bags on the counter to be able to reach inside</li> </ul>	<p><b>Body</b></p> <ul style="list-style-type: none"> <li>Took one scoop from one bag and a half scoop from the other and placed both in the food bowl</li> </ul>	<p><b>Body</b></p> <ul style="list-style-type: none"> <li>Put the scoops back in the bags, closed them, and put them back in the closet</li> <li>Dropped a bag when walking to the closet</li> </ul>	<p><b>Body</b></p> <ul style="list-style-type: none"> <li>Moved the bowl off the counter to the floor</li> <li>Asked Tara for a "sit"</li> <li>Gave her pets and walked away</li> </ul>
<p><b>Heart</b></p> <ul style="list-style-type: none"> <li>He felt a little guilty</li> <li>"Oh no! Is your bowl empty! I'm sorry!"</li> </ul>	<p><b>Heart</b></p> <ul style="list-style-type: none"> <li>He was getting annoyed with Tara's running around in circles</li> </ul>	<p><b>Heart</b></p> <ul style="list-style-type: none"> <li>Frustrated at the process</li> <li>"Tara, I love you, but this is not my favorite part of having a dog"</li> </ul>	<p><b>Heart</b></p> <ul style="list-style-type: none"> <li>Concentrated</li> <li>Serious look on his face</li> </ul>	<p><b>Heart</b></p> <ul style="list-style-type: none"> <li>Annoyed he dropped the bag</li> <li>"Ah!! I can never carry both back!"</li> </ul>	<p><b>Heart</b></p> <ul style="list-style-type: none"> <li>Happy!</li> <li>"Good job, Tara!"</li> <li>Big smile on his face</li> </ul>
<p><b>Mind</b></p> <ul style="list-style-type: none"> <li>"How long was it empty?"</li> <li>"When was the last time someone fed her?"</li> </ul>	<p><b>Mind</b></p> <ul style="list-style-type: none"> <li>"Be patient Tara, I have to make sure your bowl is dry"</li> </ul>	<p><b>Mind</b></p> <ul style="list-style-type: none"> <li>Wondering how to make this easier.</li> <li>"There's gotta be an easier way, girl"</li> </ul>	<p><b>Mind</b></p> <ul style="list-style-type: none"> <li>Needs to know which bag gets the full scoop and which gets the half scoop</li> <li>Reading the bags</li> </ul>	<p><b>Mind</b></p> <ul style="list-style-type: none"> <li>He needs to know how heavy the bags are and how much he can carry</li> </ul>	<p><b>Mind</b></p> <ul style="list-style-type: none"> <li>Seemed to think it was fine after Tara was happy</li> <li>"Alright fine, it's worth you being fluffy and cute"</li> </ul>
<p><b>Improvements</b></p> <p>Have a sign where the last person to feed the dog writes when they fed her.</p>	<p><b>Improvements</b></p> <p>Having more than one bowl would mean one can dry while the other is being used.</p>	<p><b>Improvements</b></p> <p>Maybe find another place to put the bags so they're higher?</p>	<p><b>Improvements</b></p> <p>Get a smaller container we can keep on the counter so we only mix food once a week.</p>	<p><b>Improvements</b></p> <p>Just take one at a time, or use the smaller container to have to do this less.</p>	<p><b>Improvements</b></p> <p>None! Chris and Tara were both very happy at this point!</p>