



Australian Government

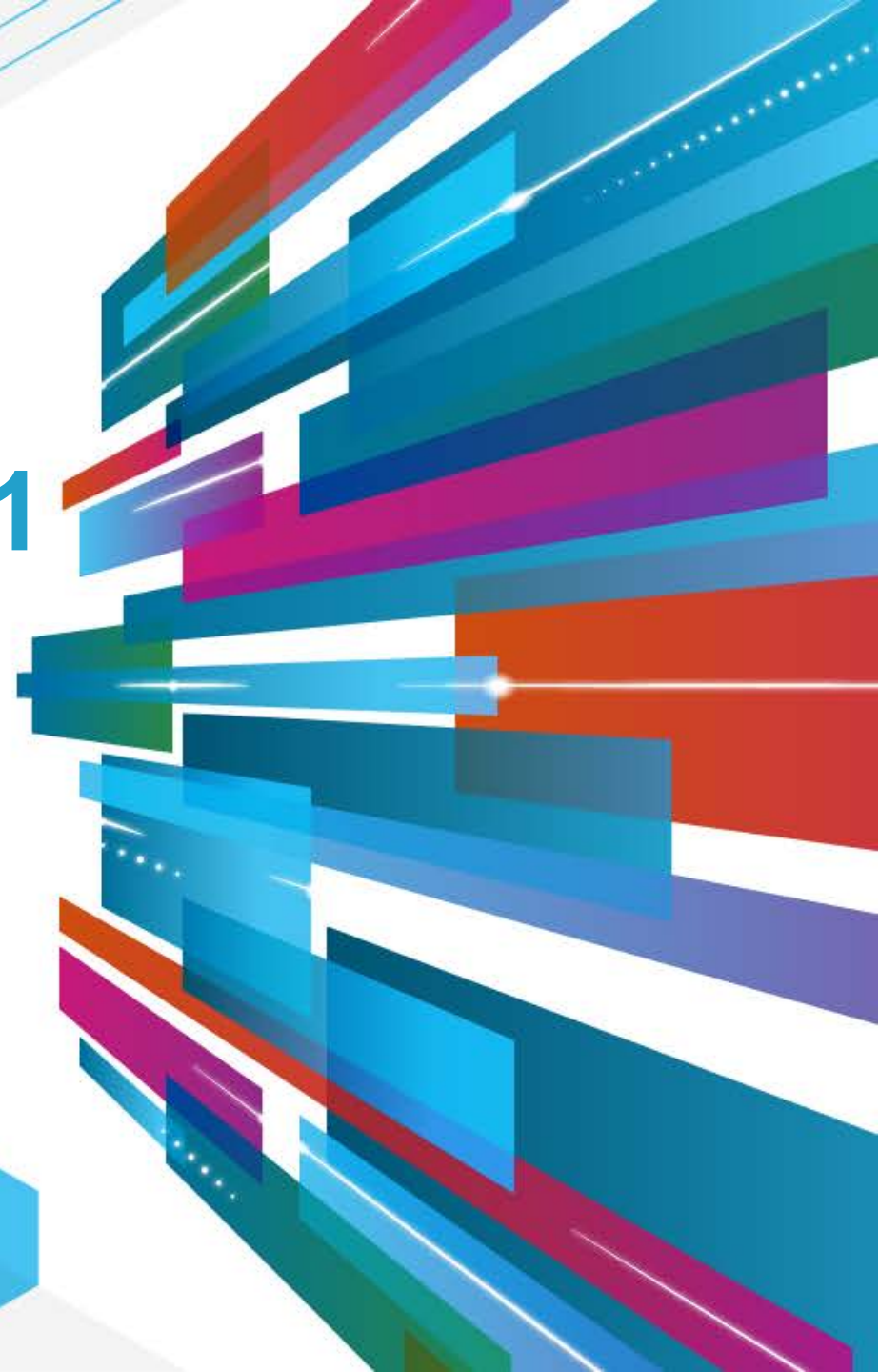
# Human Centred Design 101

## Journey mapping



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We'll record this session

# Agenda

TO DO	DOING	DONE
<p data-bbox="229 464 693 554">06 Ideation</p> <p data-bbox="229 578 693 668">07 Prototyping, testing and delivery</p> <p data-bbox="229 692 693 782">08 Showcase</p>	<p data-bbox="802 464 1266 525">05 Journey mapping</p>	<p data-bbox="1378 464 1842 525">00 Kickoff</p> <p data-bbox="1378 549 1842 611">01 Problem definition</p> <p data-bbox="1378 635 1842 725">02 Empathising and interviewing people</p> <p data-bbox="1378 749 1842 811">03 Themeing and insights</p> <p data-bbox="1378 835 1842 925">04 Design questions and communicating design</p>

# What we want to cover today

- Introduce the layers of a journey map
- Create a current state journey map from our research
- Add stories from research into our map
- Identify our user needs

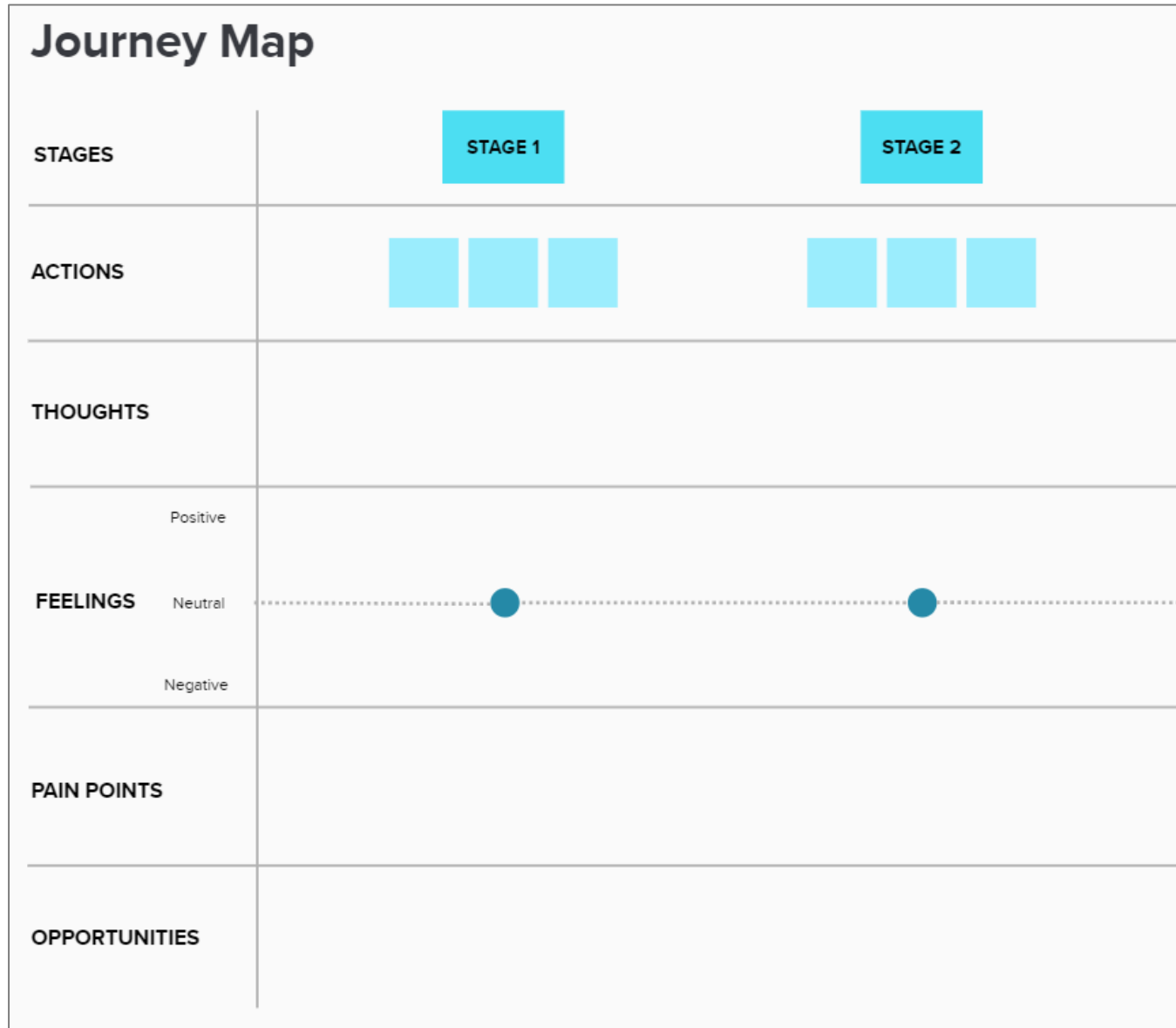
# Structure of maps (simple version)

BEFORE

DURING

AFTER

# Journey maps are the simplest way to start



The steps of the journey – do these last

## The experience

- Doing and thinking
- Actions or touchpoints
- Feelings



What issues or frustrations is the user experiencing?

How might we turn those issues into an opportunity (future state)



# Map the journey

In your breakout teams:

- Jump into Miro - follow the Miro board link for your team number
- Using knowledge gained during research
  - Map a journey using the [template](#) or
  - Use the space to create a different map

It's normal for it to take a few goes to get the steps of the journey right.

## Pro-tips

- Steps should be at the same level of abstraction. Don't feel restricted to 6 steps. You can also group multiple steps into stages.

If the journey circles or splinters:

- Make sure you're still focused on the user goal
- Take the 'happy path' and note circles in what people are 'Doing'
- Consider creating a separate journey if what people do continues to diverge.



## Mini showcase

One person from each team

- Share your screen and in 3 minutes talk us through your team's journey map
- As a group:
  - Do you have anything to add from your research?



**NEXT TIME**  
**Ideation**







# Thank you for your time and energy today

Don't forget:

Jump into Miro and have fun

