

Co-op Digital Workshop

Practitioners forum 2018

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Introduction to user journey mapping

Learn how to visualise and use research to map out a customer journey



Agenda

- Split into groups and review user story
- Plot out steps in user journey on to map
- Present user journey back to group
- Plot out research on to map (into positive, negative and neutral)
- Write problem statements for pain point clusters in user journey map
- Prioritise 1 step in the journey
- Present back to group
- Q&A: 10 mins

journey title

step

step

step

step

step

journey title

step

step

step

step

step

negative

negative

negative

positive

positive

positive

observation

observation

Getting the train

Wait at station

Buy ticket

Get on train

Ride train

Arrive at destination

No shelter from the weather.

Unable to buy ticket at station.

People left on platform due to overcrowding

Lots of people standing in aisle.

Cheers of joy are heard as people leave the train.

It's often raining.

Ticket machine is often broken.

Train often late, too short or cancelled

The guard is unable to check / sell tickets.

Becoming a Co-op member

Review user story

5 minutes



**Plot out steps in user
journey on to map**

5 minutes



Present to the group

5 minutes



**Plot out research on to map
(into positive, negative and neutral)**

10 minutes



Write problem statements

10 minutes



Prioritise one step in the journey

5 minutes



Present to the group

10 minutes



Any questions?



Thank you.

