How do I create effective user journey maps?

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What is a user journey map?

A user journey map is a visual representation of the end-to-end process a user goes through to achieve an outcome. Your journey map will outline a user's tasks, challenges, and emotions as they strive to complete a process. This map will help you identify where there are opportunities to improve a process or the user experience throughout the process.

What are the benefits of user journey mapping?

User journey maps support digital transformation by helping organizations adapt to changing user needs and expectations. A user journey map puts the user front and center and can provide the following benefits:

- **The process of journey mapping enables cross-functional conversations.** When you try to understand the entire experience from the users' perspective, it often seems fragmented. The process of user journey mapping enables cross-functional conversations that support improving user experiences and satisfaction and increase operational efficiency.

- **The resulting artifact is a concise and memorable document that communicates a user experience.** Your journey map can support a shared vision and become the basis for decision-making to improve users' experience.

Who should be involved in developing a user journey?

| Process owners | IT and Now Platform® representatives | (Senior) management* | End users | UX or UI representatives, such as an experience architect |

*The user mapping process will be more impactful with the participation of senior leadership alongside functional managers.

How do I create effective user journey maps? (Continued)

1 **Define the scope for the map.**

- Identify the persona that you're mapping. Provide one point of view per map to build a strong, clear narrative. Read this success quick answer on creating personas.

- Choose the scenario or process that you'll be mapping. Make sure it has a clear beginning and end point and relates to the business insight you're seeking (usually four to 12 steps).

- Conduct initial research using any available resources, such as field study, call center logs, usability results, and user anecdotes.

- Include what your persona's goals and expectations are. Include any quantitative expectations, such as time to completion.

2 **Identify the journey phases.**

- Think of phases as "stages" in the journey. The phases will be consistent for all personas within the mapped journey. For example, if you're mapping the user experience for onboarding, the journey phases may include setting up benefits, training, setting up facilities access, etc.

- Aim for simplicity—the journey map should tell a simple story.

3 **Map the user's action steps and experiences for each phase.**

- There will be action steps for each journey phase identified in step 2. The steps are all the actions that need to be taken to complete each phase. Aim for four to 12 steps total. For example, to complete the phase of setting up HR benefits, an onboarding employee will need to learn about the options and address questions, compare choices, select benefits, and receive verification.

- Document your users' emotions, pain points, and challenges for each step.

4 **Use your journey map to build a shared vision of the user experience.**

- Create a journey map visualization (see page 3).

- Solicit feedback from your key users.

- Use the journey map to identify opportunities for process and user experience improvement. Refer to our Success Playbook and Success Checklist on how to design optimal user experiences.

- Continue to socialize and evolve the user journey map visualization to make it meaningful over time.

Bring the people on slide 1 together in a journey mapping workshop to complete steps 2–3.

How do I create effective user journey maps? (Continued)

What should be included in a user journey map visualization?

1 Start by identifying the **persona** you will map (step 1).

2 Summarize the **scenario** and **goals and expectations** that describe the situation or process this journey map addresses (step 1).

3 List the journey **phases** or the various stages in the journey (step 2).

4 Compile the user **actions**. Actions are the actual behaviors and steps taken by users. Include all touchpoints that your users will engage with as they move forward in the journey to complete the scenario (step 3).

5 Include the users' **thoughts**. These correspond to the users' mindsets, motivations, and information requirements at different stages in the journey. Ideally, these are verbatim from your research with your users (step 3).

6 Plot **emotions** as single line across the journey phases, literally signaling the emotional "ups and downs" of the experience. Align these to the action steps (step 3).

7 Outline the pain points that represent **challenges and opportunities** to improve. Make your actions measurable and include KPIs (step 3).

8 Include **owners** for each opportunity (step 3).

Related resources

- [Community – Striking Treasure When Customer Service Journey Mapping](#)
- [Make Journey Mapping Your Secret to Outstanding Customer Service](#)

Note: this is abbreviated for illustration only

If you have any questions on this topic or you would like to be a contributor to future ServiceNow best practice content, contact us.