

# JOURNEY MAPPING 101 WORKSHOP RUNNING SHEET



## WORKSHOP: JOURNEY MAPPING 101

### TIME & DATE

3 hours

### FACILITATORS

Any Huddler

### PURPOSE

Generate understanding, and offer the opportunity for people to try journey mapping as a methodology .

### WHAT WE WILL ACHIEVE

- People will walk away with a thorough understanding of Journey Mapping.
- People will feel more confident when it comes to HCD and trying ways of uncovering insight.
- People will be excited to learn more about HCD.

| TIME | ACTIVITY                                                                                                                                                                                                                                                                                      | TOOLS                                                                                                         | DURATION |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|----------|
| 9:00 | <b>WELCOME AND INTRODUCTION</b><br><b>Introduction to Huddle and what they can expect from the workshop</b> <ul style="list-style-type: none"><li>- Welcome to Huddle</li><li>- Who we are and what we do</li><li>- Workshop agenda &amp; outcomes</li></ul> <p><i>Huddle facilitator</i></p> | <ul style="list-style-type: none"><li>• Ground Rules</li><li>• Mindsets and principles for learning</li></ul> | 10 mins  |

| TIME | ACTIVITY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | TOOLS                                                                                                                                                                                       | DURATION |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 9:10 | <p><b>WARM UP</b></p> <p>Run the pizza-storming icebreaker to get the participants into the right headspace for the workshop whilst creating teams for the practical component of the workshop</p> <p><b>Pizza storming (ice breaker)</b></p> <ol style="list-style-type: none"> <li>1. Everyone grab a post-it note and a sharpie.</li> <li>2. Draw your favourite pizza topping on a postit notes.</li> <li>3. Now we want you to walk around in the room and explore each other's pizza toppings and while you do that you have to create exactly 5 pizzas with 4 toppings.</li> <li>4. Once you've create your pizzas stand together and come up with a name for your pizza.</li> <li>5. Share pizza names with everyone.</li> <li>6. You might not have realised but you've created the group you'll be in for the workshop.</li> </ol> <p style="text-align: right;"><i>Run as a group.</i></p> | <ul style="list-style-type: none"> <li>•Pizza-storming icebreaker</li> </ul>                                                                                                                | 5 mins   |
| 9:15 | <p><b>INTRODUCTION TO HCD</b></p> <ul style="list-style-type: none"> <li>- Introduce the concept of HCD, why is it important and what is required to practice HCD.</li> <li>- Discuss what trends are taking place that makes this type of thinking and working important.</li> <li>- Ask participants why they are here and what trends they are seeing.</li> </ul> <p style="text-align: right;"><i>Huddler and group discussion.</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <ul style="list-style-type: none"> <li>•Slide: What is HCD</li> <li>•Slide: Mindsets</li> <li>•Slide: Trends</li> </ul>                                                                     | 15 mins  |
| 9:30 | <p><b>WHAT IS JOURNEY MAPPING?</b></p> <ol style="list-style-type: none"> <li>1. <b>Discuss what Journey Mapping is, and why it is a popular method of inquiry and communication.</b> <ul style="list-style-type: none"> <li>- Tool: (bridging and communications)</li> <li>- Method (uncovering and engagement)</li> </ul> </li> <li>2. <b>Timeframes:</b> Current state, future state, ideal state, delta state</li> <li>3. <b>Synthesis &amp; sense making:</b> How to make sense of what you are hearing and what you are seeing. <b>Journey mapping requires synthesis.</b> <ul style="list-style-type: none"> <li>- Emotional journeys</li> <li>- Critical points of interaction</li> <li>- Moments of truth</li> <li>- Touchpoint patterns.</li> </ul> </li> </ol> <p style="text-align: right;"><i>Huddler.</i></p>                                                                           | <ul style="list-style-type: none"> <li>•Slide: What is Journey Mapping</li> <li>•Slide: Timeframes</li> <li>•Slides: Synthesis &amp; sense-making</li> <li>•Example journey maps</li> </ul> | 30 mins  |

| TIME  | ACTIVITY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | TOOLS                                                                                                                                                                                               | DURATION |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 10:00 | <p><b>GETTING STARTED</b></p> <p>Discuss what is required to do journey mapping:</p> <ul style="list-style-type: none"> <li>- Mindsets: open, looking for gaps, curiosity</li> <li>- Creating the space for inquiry: workshop-setting, interview, warm-ups, etc.</li> <li>- People: customers, users, clients, etc.</li> <li>- Tools: discuss different ways and tools to do it.</li> </ul> <p><i>Huddler.</i></p>                                                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>• Slide: Checklist of what you need to get started</li> </ul>                                                                                                | 10 mins  |
| 10:10 | <p><b>JOURNEY MAPPING WARM UP</b></p> <p>Using a service experience example, run a quick journey mapping activity with the participants.</p> <p>Point out channels, touchpoints, emotional journeys etc, along the way.</p> <p><i>Huddle to run, group to join in.</i></p>                                                                                                                                                                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>• Butchers paper</li> <li>• Post-its</li> <li>• Service experience example</li> </ul>                                                                        | 15 mins  |
| 10:30 | <p><b>JOURNEY MAPPING ACTIVITY</b></p> <ol style="list-style-type: none"> <li>1. In the groups created earlier during pizza storming, nominate a customer in each group.</li> <li>2. Announce the service scenario they will be mapping during the workshop.</li> <li>3. Give the customer a funny hat/ wig/ feather boa so that they literally putting the customer hat on.</li> <li>4. Provide each customer with a persona and ask them to embody this person.</li> <li>5. As a facilitator, walk around to help the groups get on their way, helping them improve on their practice.</li> </ol> <p><i>Group activity in teams.</i></p> | <ul style="list-style-type: none"> <li>• Service example</li> <li>• Personas</li> <li>• Props: wigs, hats, feather boa</li> <li>• Butchers paper</li> <li>• Sharpies</li> <li>• Post-its</li> </ul> | 75 mins  |
| 11:45 | <p><b>GROUP REFLECTION</b></p> <p>Bring the group back together and ask people to reflect on their experience.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>• Butchers paper</li> <li>• Sharpies</li> <li>• Post-its</li> </ul>                                                                                          | 10 mins  |
| 11:55 | <p><b>WRAP-UP</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                     | 5 mins   |
| 12:00 | <p><b>FIN</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                     |          |