Interactive Journey Maps:
Take your design & strategy to the next level

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Directions

Total Est. Time: 2 hours, 23 minutes
Total Est. Distance: 91.96 miles

1: Start out going EAST on CORTESE DR toward WEATHERBY RD.
   <0.1 miles

2: Turn LEFT onto WEATHERBY RD.
   <0.1 miles

3: Turn RIGHT onto ROSSMOOR WAY.
   0.7 miles

4: Turn LEFT onto LOS ALAMITOS BLVD.
   4.5 miles

5: Turn RIGHT onto KATELLA AVE.
   8.5 miles

6: Turn LEFT onto BEACH BLVD / CA-39 N.
   2.0 miles

7: Turn RIGHT onto W IMPERIAL HWY.
   3.8 miles

8: Turn LEFT onto S HARBOR BLVD / N HARBOR BLVD. Continue to follow S HARBOR BLVD.
   1.6 miles

9: S HARBOR BLVD becomes FULLERTON RD.
   0.9 miles

10: Turn RIGHT onto COLIMA RD.
    1.0 miles

11: Turn LEFT onto S NOGALES ST.
    7.4 miles

12: Turn RIGHT onto E VALLEY BLVD.
    0.7 miles

13: Continue 15.3 miles.
Lincoln St
toward Beach St

13 min
2 mi - 10:45 AM

Search along route

Preview route

Directions

Settings

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Hotel

Start (13 min) Directions

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$557
Maps do a lot of things.
Maps help us know where we are.

Clay tablet map of Babylonian city Nippur, 1400 BC
Maps help us understand the place we want to go.
Maps help us plan a route to get there.
Maps help us navigate along the way.
Journey maps do too.
... and interactivity can help them do it better.
THE SCARS FROM ‘BELL-RINGING’ FOOTBALL TACKLES

By The Editorial Board
July 29, 2017

As tens of thousands of football players, from professionals to pee-wee league children, head to summer training camps across the nation, there is new and compelling evidence linking the game’s head-snapping tackles to the degenerative brain diseases suffered in the declining years of men who played the game.

A study of the donated brains of 301 men who had played football across various age levels showed that 177 had the graphic scars confirming the diminished powers from chronic traumatic encephalopathy, or C.T.E., a disease caused by repeated blows to the head. The study, in The Journal of the American Medical Association, is the strongest yet tracking the relationship between gridiron concussions and such cognitive ailments as progressive dementia and suicidal depression that football fans have become familiar with in following the troubled lives of retired professional stars.

The study found C.T.E. in 44% but one of 110 brains donated by National Football League retirees and their concerned families. It also suggested a relationship between the number of years played at the
Two examples
What we’ve learned
Practical tips
1. Financial services experience strategy
Building on experience research & co-design methods to develop a comprehensive experience strategy
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Defining key moments within the customer experience journey
Mapping those key moments onto an end-to-end journey map
Journey Map

This journey map is the result of collaboration between the product team and looking to engage with products or services. It allows a member to use various channels to fulfill needs and provides the flexibility to move between service models seamlessly. The experience focuses on holistic financial planning and nurtures a relationship between members that evolves as the member's life or the world around them changes.

Journey Map Key

- Key Digital Member Touchpoint
- Key Learn experience
- Key Frontline Support
- Key Product Experience
- Key Self-Serve Experience
- Key Additional member interactions
- Key Support
- Key Onboarding
- Key Onboarding
- Key Knowledge
- Key Knowledge
- Key PaU
- Key Vision
- Key Dashboard
- Key Member Feedback
- Key Member Feedback
What did we learn?
Interactive journey maps **can:**

- Improve the usability of an artifact with a lot of dense information
- Make a unified experience vision available to distributed or remote teams
- Identify key opportunities and make recommendations in the context of the experience vision

Interactive journey maps **cannot:**

- Eliminate the need for robust design research & strategy
2. Health experience ecosystem
Periodic

Initial Symptom

Initial diagnosis

Focused

Education

Regular doc visit

App Interaction Zone

Reenforcement

Telesurgery

Insurance

Support mid episode

*Telesurgery

*Telemedicine

*Out of cycle doc appointment
What did we learn?
Interactive journey maps *can*:  

- Help articulate innovative experience strategies in a customized format that resonates with internal teams  
- Become a scalable, editable, living design artifact  
- Tie experience recommendations to supporting research artifacts and audiovisual media

Interactive journey maps *cannot*:  

- Do any of the above if not shared and integrated with internal design team workflows
Better process

Insights & Tips
Think about the audience(s)
Think about the audience(s)

Who is the map going to serve? Who is going to use it, and how?

For example...

Designers crafting products and services need *detail*

Developers building systems need *summary vision* to evaluate against

Leadership socializing a vision need *clear & actionable recommendations*
Think about the use case(s)
Think about the use case(s)

What purpose will an interactive map serve that a static one cannot?

For example:

Providing a more intuitive way to share a complex end-to-end experience journey → intuitive high level navigation

Making research & strategy insights available to remote reams → deep dive functionality

Visualizing relationships → tagging or similar functionality
Think about the UX
Think about the UX

Build time into your project plan for:

- **Sketching / wireframing** the structure of the interactive artifact
- **Collaborating** with the developers or designers who will code it
- **Evaluating** the usability of the map itself with target audiences

Make an early case for development & testing efforts in project scope:

The end result will be more robust & do a better job tying prior investments (e.g. research) to intended experience outcomes.
Think about the content
Think about the content

Figure out the content of the map itself before you decide how interactivity will (or won’t) enhance it. Don’t build the airplane as you fly it.

Don’t skip the experience research and strategy phases of work that need to happen to inform the map.

Seek collaboration (a.k.a. investment) from stakeholders in shaping the experience vision and recommendations.

...then seek their collaboration to determine how interactivity can enhance it.
Think twice...
Think twice…

Interactive journey maps may not be the right solution if...

- You’re a small co-located team with short term goals & limited scope
- You’re mapping the current state, not an ideal future experience vision
- You need an internal artifact with a short shelf life to illustrate a small snippet of a larger experience
- You have no supplemental material or data to layer on top of a user flow
TL;DR: Apply what you know to what you know.
Thanks!

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Who knew personas could be this much fun?

Stop by the Mad*Pow booth, and take MPACT for a test drive.

info.madpow.com/MPACT  MPACT@madpow.net
Mad*Pow Events

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POWERED BY Mad*Pow
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HEALTH EXPERIENCE DESIGN
CONFERENCE BY Mad*Pow
Health Experience Design Conference
June 26-27, Boston, MA
Hxdconf.com

FXD
FINANCIAL EXPERIENCE DESIGN
CONFERENCE BY Mad*Pow
Financial Experience Design Conference
October 24-25
Convene, Boston, MA
Thanks!

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