

## USING JOURNEY MAPS TO UNDERSTAND YOUR COLLABORATIVE JOURNEY

### What is a Journey Map

Journey maps are used often in the private sector to map out a customer's experience of a product or service. It identifies customer needs and wants, motivations, and interactions with the product or service from beginning or end.

In terms of a journey map for you collaborative or collective impact initiative, here are some of the things it can do for you:

- Tell the story of your collaborative journey from initial start through engagement, to where you are today
- Can be the whole story or part of the story.
- Identify key milestones, interactions, successes, set backs and other key touchpoints
- Provide history for new comers
- Deepen/expand understanding of what works and what doesn't or of choices that were made or need to be made.
- Helps visualize where the journey is going.

Journey Maps are visual treatments in which key steps, milestone, and decision points are identified in relationship to each other.

There is no one right way to create a Journey Map. You do not have to be an artist or illustrator to create one, though it helps!

Journey Maps can take the form of mind maps, fishbone diagrams, process diagrams, step diagrams, timeline driven maps, affinity diagrams, and so on. The key is to create a map that works for you and your initiative.

### Key Questions to Ask

You can create Journey Maps that show the history of your initiative and/or the future journey you hope to be making. Some key questions to consider:

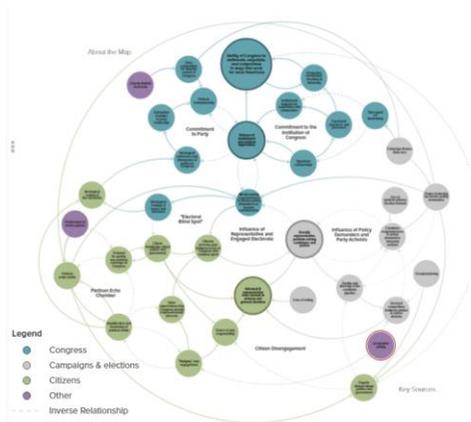
#### LOOKING BACK

- Who was involved?
- Who led?
- Who were key partners?
- What was the issue?
- How/when did people come together?
- When did funding arrive?
- Were there key milestones in the development?
- Were there tangents, dead ends, discoveries?
- What were the key drivers of change?

#### LOOKING FORWARD

- What needs to happen next?
- Do we need new players?
- When do we form our Round Table
- What are the steps for identifying a common agenda?
- How will we plan?
- When do we engage community?
- What about resources?
- What changes will we need to consider/make?
- What will success look like?

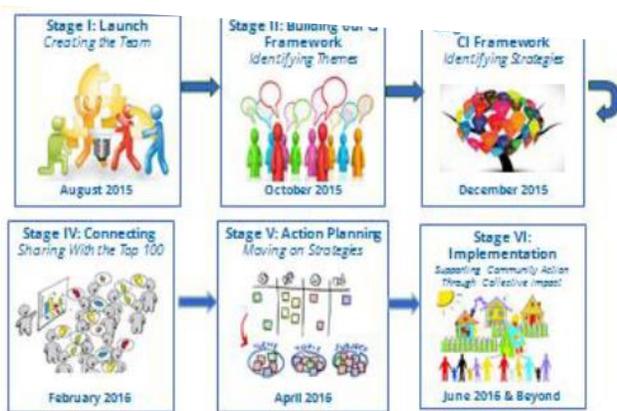
# Examples of Different Types of Maps



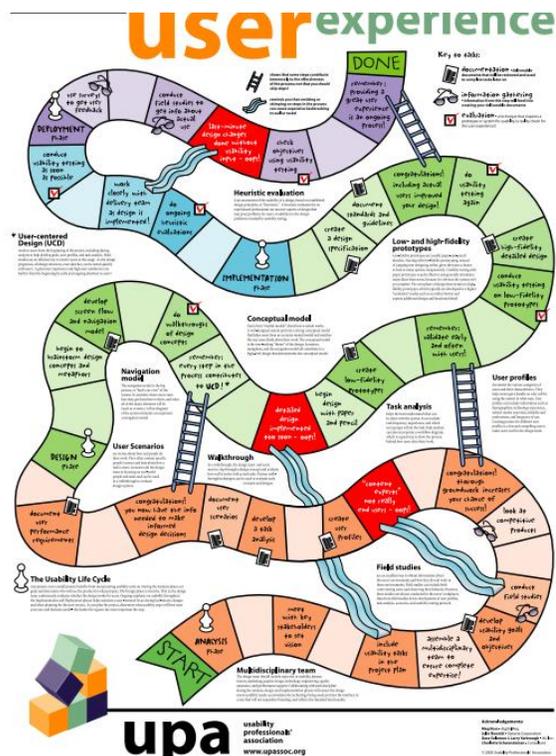
Mind Maps



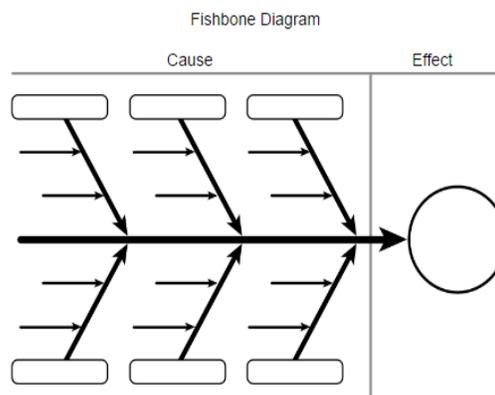
Process Diagrams



Staging Maps

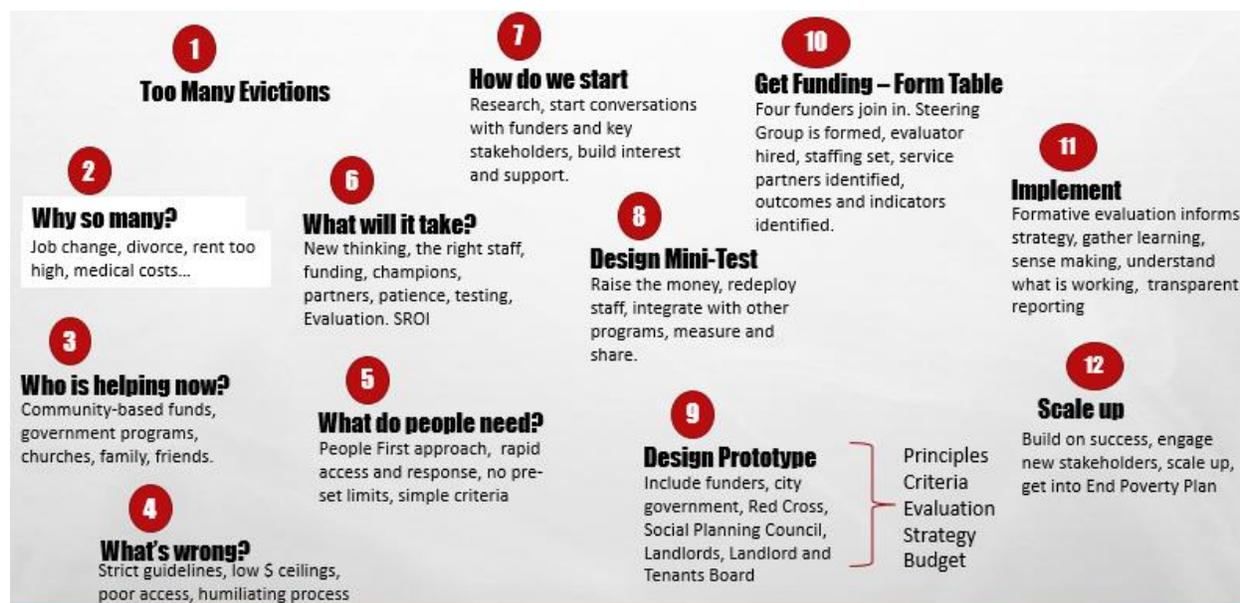


User Design Maps



Fishbone Diagrams

## EXERCISE #1 – Sequential Map



This is a Journey Map reflecting the key steps that Bissell Centre took to develop an eviction prevention program for low income individuals and families in Edmonton Alberta. Number One in the Map identifies the issue and from there various questions or steps are identified along the way that resulted in the development of a service.. Items 2 through 7 are questions that had to be addressed. Items 8 through 12 are actions taken once the questions were adequately addressed. **How might you use this approach in mapping an issue your collaborative addressed, is addressing, or wishes to address?**

What can help you create a Journey Map?		
Decide what approach to take.	 	Interview key stakeholders, including clients
Have conversations that help make sense of your initiative.	 	Research past plans and reports.

### Identify:

- Milestones
- Pressure Points
- Key Decisions
- Adaptations
- Discoveries
- Innovations
- Failures
- Successes

## RESOURCES

### A QUICK GUIDE TO CUSTOMER JOURNEY MAPS

<http://bigdoor.Com/blog/2013/11/01/a-quick-guide-to-customer-journey-mapping/>

### JOURNEY MAP: BUYING COFFEE

<https://vimeo.com/78554759>

### HOW TO CREATE A CUSTOMER JOURNEY MAP

<https://www.youtube.com/watch?v=mSxpVRO3BLg>

### ECO CYCLE PLANNING

<http://www.liberatingstructures.com/31-ecocycle-planning/>

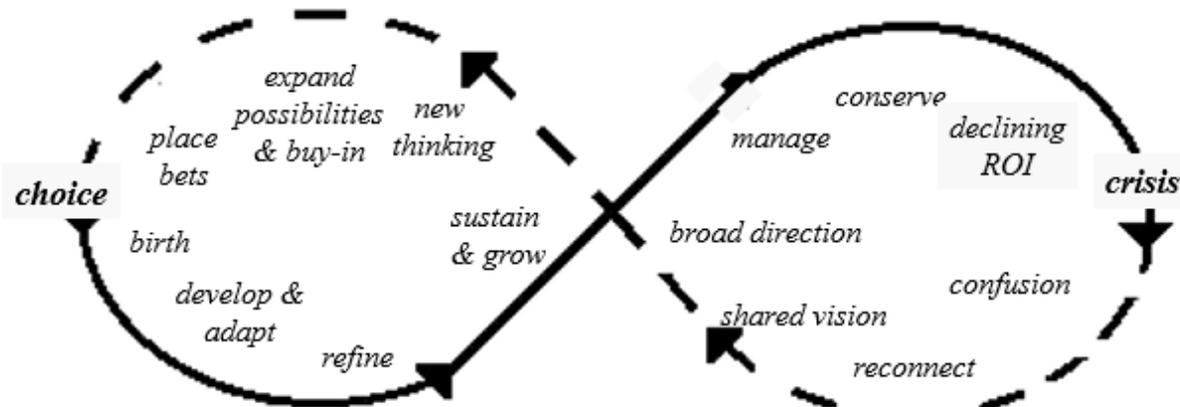
## EXERCISE #2 – ECO Cycle Journey Map

### RENEWAL - EXPLORATION

**New Ideas:** Creative \* Messy \* Uncertain\*  
 First hand insights \* Outside ideas \* Multiple  
 Perspectives \* Flat structure & process \*  
 Probes & Little Experiments \* Options

### MATURITY & CONSERVATION

**Productivity:** Efficiency \* Certainty \* Stability \*  
 Hierarchical structure & process \* Clear Tasks,  
 Rules, Policies & Procedures \* Standardization  
 \* Specialists \* Fast Returns \* Low Risk Tolerance



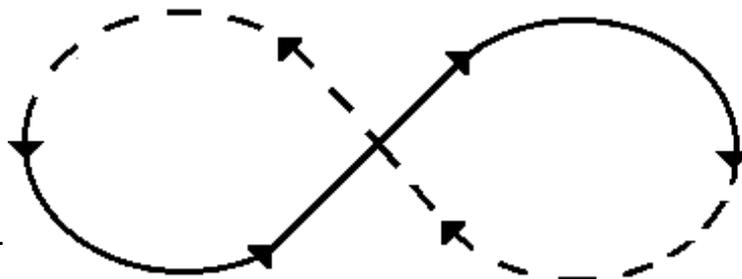
**Effectiveness:** Entrepreneurial \* Generalists \*  
 Roles \* Adaptive structure and process \*  
 Prototypes & Pilot Projects \* Variation \* Lag times  
 •Flexible funding \* Flexible rules \* Tolerance for  
 •Risk \* Dead ends \* Emerging Practice

**Vision:** Charismatic \* Unraveling \* Chaotic \*  
 Loss, Anger, Blame, Conflict \* Little structure  
 or process \* Reflection \* Relationships \* Essence \*  
 Values \* Principles \* New Energy & Urgency

### BIRTH AND DEVELOPMENT

### RELEASE – CREATIVE DESTRUCTION

Draw the infinity loop on a piece of flip chart paper or an 8.5 x 11 sheet of paper. Label each “quadrant” (e.g. “Birth and Development”) and then using the diagram above, start plotting where your various initiatives, programs/services are on the Eco Cycle.



This will help you identify what phase you are in and help you and your colleagues understand some of the experiences you are having as well as provide a sense of what may be coming or should be coming that you need to deal with. Once done with the map, you can begin to identify strategies and actions that will help you move forward.

### Resources

**DRAWING TOGETHER. LIBERATING STRUCTURES.**  
<http://www.liberatingstructures.com/20-drawing-together/>  
**DESIGN STORYBOARDS. LIBERATING STRUCTURES.**  
<http://www.liberatingstructures.com/21-design-storyboards/>  
**EMPATHY MAPS**  
<http://www.solutionsiq.com/what-is-an-empathy-map/>

Visit the Tamarack website for the latest in community change resources and learning opportunities.

[www.tamarackcommunity.ca](http://www.tamarackcommunity.ca)