

Step 1

**Add each action in the journey
until the user reaches their goal**

Persona: Jamal

Goal: Find a subway route that will take him to the Empire State Building

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5	Action 6
TASK LIST						
FEELING ADJECTIVE						
IMPROVEMENT OPPORTUNITIES						

Persona: Jamal

Goal: Find a subway route that will take him to the Empire State Building

ACTION	Determine the subway line and route	Find the nearest station with wheelchair accessibility	Buy a ticket	Find the right platform	Board the subway	Find the right exit
TASK LIST						
FEELING ADJECTIVE						
IMPROVEMENT OPPORTUNITIES						

Step 2

Add descriptions for each action

What tasks does the user have to do?

Persona: Jamal

Goal: Find a subway route that will take him to the Empire State Building

ACTION	Determine the subway line and route	Find the nearest station with wheelchair accessibility	Buy a ticket	Find the right platform	Board the subway	Find the right exit
TASK LIST	Tasks A. B. C.	Tasks A. B. C.	Tasks A. B. C.	Tasks A. B. C.	Tasks A. B. C.	Tasks A. B. C.
FEELING ADJECTIVE						
IMPROVEMENT OPPORTUNITIES						

Persona: Jamal

Goal: Find a subway route that will take him to the Empire State Building

ACTION	Determine the subway line and route	Find the nearest station with wheelchair accessibility	Buy a ticket	Find the right platform	Board the subway	Find the right exit
TASK LIST	Tasks A. Find and read subway map B. Identify fastest route C. Use map app	Tasks A. Use map app B. Check station accessibility C. Get to station	Tasks A. Find accessible kiosk B. Determine ticket to buy C. Pay for ticket	Tasks A. Follow signs B. Find the line number or letter C. Go uptown D. Find elevator	Tasks A. Find space for wheelchair	Tasks A. Open map app to find exit to use B. Follow signs
FEELING ADJECTIVE						
IMPROVEMENT OPPORTUNITIES						

Step 3

Add how the user feels at each point

Guesstimates are okay!

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FEELING ADJECTIVE	<ul style="list-style-type: none"> User emotion 	<ul style="list-style-type: none"> User emotion 	<ul style="list-style-type: none"> User emotion 	<ul style="list-style-type: none"> User emotion 	<ul style="list-style-type: none"> User emotion 	<ul style="list-style-type: none"> User emotion
IMPROVEMENT OPPORTUNITIES						

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FEELING ADJECTIVE	<ul style="list-style-type: none">● Confused● Intimidated	<ul style="list-style-type: none">● Lost● Hopeful	<ul style="list-style-type: none">● Confused● Satisfied	<ul style="list-style-type: none">● Overwhelmed● Excluded	<ul style="list-style-type: none">● Relieved● Glad● Alert	<ul style="list-style-type: none">● Excited● Confused
IMPROVEMENT OPPORTUNITIES						

Step 4

Add opportunities for improvement

This is where new ideas may come from!

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FEELING ADJECTIVE	<ul style="list-style-type: none">● Confused● Intimidated	<ul style="list-style-type: none">● Lost● Hopeful	<ul style="list-style-type: none">● Confused● Satisfied	<ul style="list-style-type: none">● Overwhelmed● Excluded	<ul style="list-style-type: none">● Relieved● Glad● Alert	<ul style="list-style-type: none">● Excited● Confused
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">● Improvement opportunity	<ul style="list-style-type: none">● Improvement opportunity	<ul style="list-style-type: none">● Improvement opportunity	<ul style="list-style-type: none">● Improvement opportunity	<ul style="list-style-type: none">● Improvement opportunity	<ul style="list-style-type: none">● Improvement opportunity

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FEELING ADJECTIVE	<ul style="list-style-type: none">● Confused● Intimidated	<ul style="list-style-type: none">● Lost● Hopeful	<ul style="list-style-type: none">● Confused● Satisfied	<ul style="list-style-type: none">● Overwhelmed● Excluded	<ul style="list-style-type: none">● Relieved● Glad● Alert	<ul style="list-style-type: none">● Excited● Confused
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">● Better wayfinding	<ul style="list-style-type: none">● Better wayfinding● Accessibility key on map app	<ul style="list-style-type: none">● Ticket explanations	<ul style="list-style-type: none">● Better wayfinding● Designated walk lanes	<ul style="list-style-type: none">● Phone vibrates to inform user when to get off of subway	<ul style="list-style-type: none">● Signs mention landmarks (not corner)

Congratulations!

The journey map is complete!