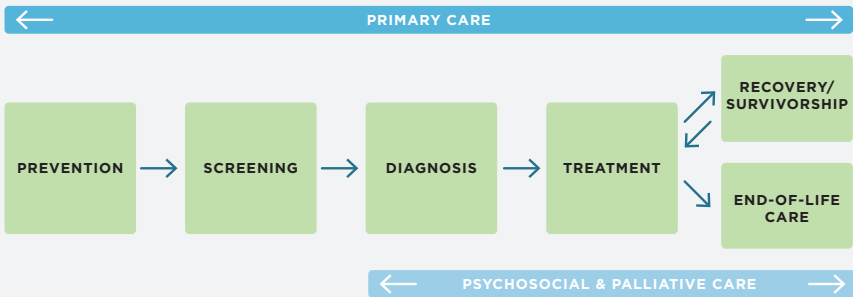


Journey Mapping



The Cancer Journey



To see if you understand a user's journey, create a diagram representing the distinct activities within their experience. This is a foundation for many useful analyses.

HOW TO

- 1 Decide what part of the user's journey you'll represent. It could be at a high level (a day in their life) or a more detailed activity (taking their meds).
- 2 Draw a labeled shape for each key activity in their experience.
- 3 Arrange them in a sequence or a cycle so you can trace their experience over time.
- 4 Use arrows to show direction, paths, alternatives, etc.
- 5 Use color or size to identify groups or different kinds of activities.
- 6 Once you have a base diagram, you can add more "layers" of information with labels or annotations.
- 7 Consider where trouble happens, where technology may play a role, what might be unnecessary, or where help would be best targeted.

TIPS + TRICKS

Use sticky notes as a way to quickly brainstorm activities and arrange them in ways that are helpful. Have a graphic designer help improve the representation.

PAIRS WELL WITH

- Ways of Statements
- Show and Tell Interview

TIME

45-60 minutes

TEAM SIZES

2-3 people

MATERIALS

Sharpies, sticky notes, or diagramming software