Glossary

- A step is a discrete sub-set of actions that a user may perform. A user may be a developer, product user, or internal personnel.
- A phase is a group of steps that comprise a process or milestone. Oftentimes, phases are bottle-necked so one cannot begin before another phase ends.
- A process is an end-to-end system that encompasses an inclusive set of phases. Journey maps aim to be a visualization of a process.

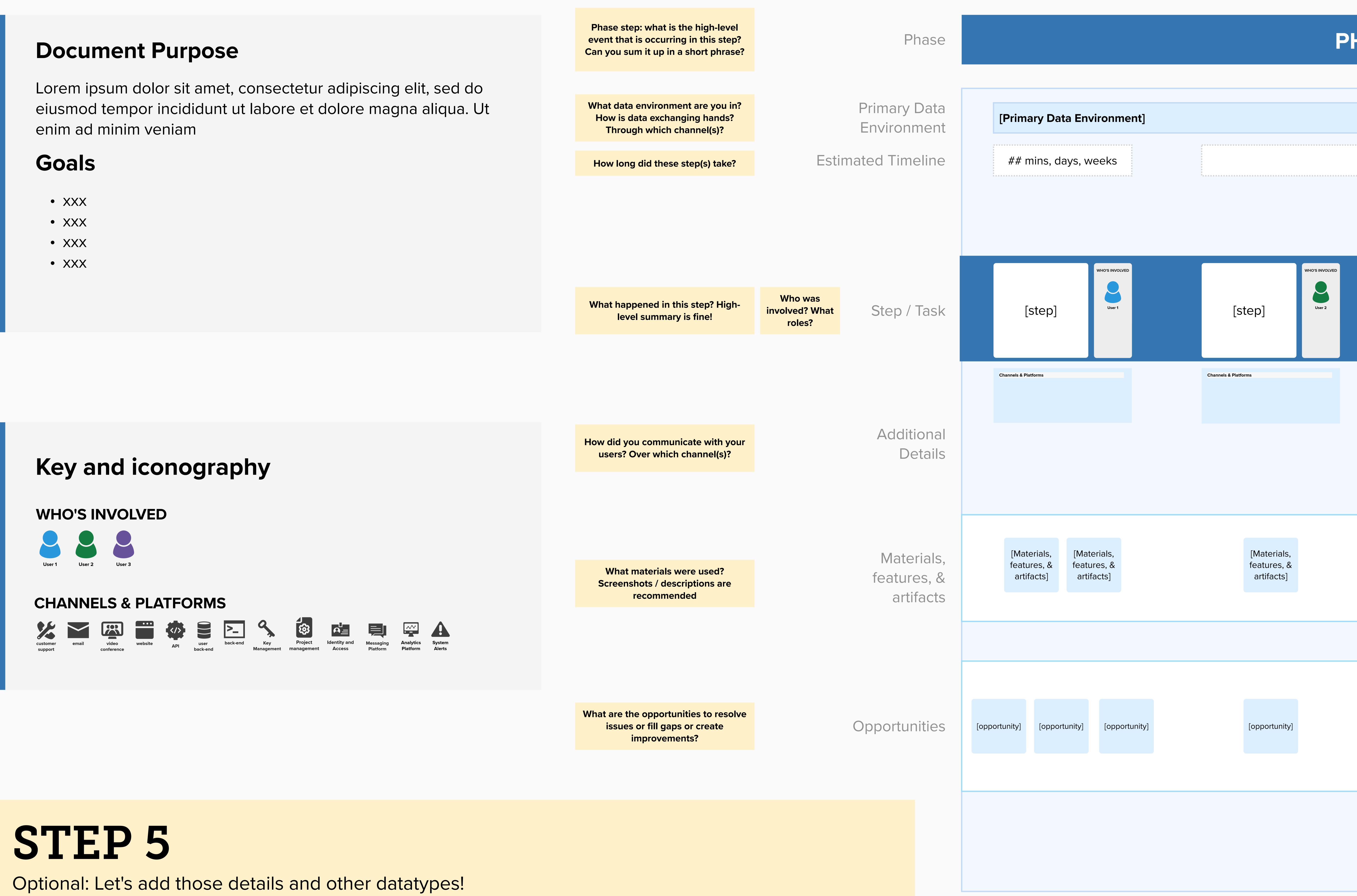
STEP 1

Fill out the "Document Purpose" and "Goals" to help your audience understand the intent of this journey map.

STEP 2

Gather the various datatypes (steps, timeline, opportunities, who's involved, etc.). Use the orange prompts below to learn more about the data types. Not every data type needs to be provided, but at the bare minimum, collect data on the chronological order of steps.

Call	you	Sum	11	L



It's helpful to use iconography to represent repeated information (e.g., user types, channels), but make sure to label them and inclue a legend. Remember to not rely on just color to differentiate similar icons. Populate the other fields under their associated steps or phases. This helps visually indicate patterns, such as repetitive steps or gaps in knowledge and resources.

STEP 3

Populate the template! Starting with the steps, fill out discrete white boxes for each step or task. If steps are conducted in parallel (or diverge), feel free represent that by stacking the white boxes vertically and creating an additional blue path. Extend the blue path (and nudge the arrow point) to provide more room for additional steps.

Make it your own!

Add or delete fields. Change the color scheme. Add pictures. Do whatever makes sense for your journey by setting your own path!

STEP 4

Optional: Sometimes, it's helpful to understand the steps by grouping them into phases (these are the dark blue headers at the top). Extend or shorten the dark blue headers and light blue background to encompass the steps into discrete phases. Typically, phases are delineated by milestones or shifts in types of work, environments, or people.

HASE 1		PHASE
## mins, days, weeks		
WHO'S INVOLVED [step option 1]		
OR WHO'S INVOLVED	WHO'S INVOLVED [step]	
[step option 2]Image: Constraint of the second sec	Channels & Platforms	
Channels & Platforms		
[Materials, features, & artifacts]	[Materials, features, & artifacts] [Materials, features, & artifacts]	
	[opportunity]	

