

PHASE 1 DEFINE

Behavioral Journey Map

Effort ●●●●●

Objective

To create a journey map for tracking decisions and actions from the audience, identifying the contexts in which they take place, and finding barriers and facilitators that affect those decisions.



Time needed

5–6 hours



Participants

Design and research team

How to use this tool

A journey map represents a common set of moments your audience may experience. While this will not represent what happens to everyone in your audience segment, using a journey map is a good starting point to help you understand and empathize with their experiences. Use either of these templates to help you identify high impact opportunities, pain points, and the emotions associated during those moments.

1. **Define the outcome or behavior.** Once you define the outcome, you can think about the different stages of the journey and the actions and decisions along the way.
2. **Identify audience.** You may create a journey map for more than once audience. For example, if you are looking at the relationship between an individual and a health provider, you may want to understand both perspectives. Or, based on your research, you may have different audience segments you wish to better understand.
3. **Determine what to map out.** This may include factors like what is happening; what are they doing; who they are interacting with; how do they feel during these moments; and/or the context in which the behavior is taking place.
4. **Develop map.** Map all the actions and decisions from the starting point of the journey. You can adapt them as you need, expanding to include more steps.
5. **Identify points of opportunity.** Take note of opportunity points, as well as pain points or barriers. You may also want to think about how gender and power play into your audience journey.

PHASE 1: DEFINE

Behavioral Journey Map

AUDIENCE	<i>Who is your audience?</i>					
Considerations	<p style="text-align: center;">Stage</p> <p><i>Here we must consider previous or existing interventions of the users when performing the task and how these intentions will be affected by our intervention.</i></p>	<p style="text-align: center;">Stage</p>	<p style="text-align: center;">Stage</p>			
Decisions/Actions	<p><i>Each action or decision the users may or may not do.</i></p> <ul style="list-style-type: none"> <i>The user decides to...</i> <i>The user decides to...</i> 					
Context	<i>External context(s) which directly or indirectly affect the users' actions or decision making. Every detail can make a big difference when coming to detecting barriers.</i>					
Barriers	<i>What are the barriers that affect the user's behavior?</i>					

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Behavioral Journey Map

AUDIENCE	<i>Who is your audience?</i>					
	Stage	Stage	Stage			
Considerations	<i>Here we must consider previous or existing interventions of the users when performing the task and how these intentions will be affected by our intervention.</i>					
Steps	<i>Each action or decision the users may or may not do.</i>	<ul style="list-style-type: none"> <li data-bbox="705 486 958 550">The user decides to ... <li data-bbox="705 550 958 625">The user decides to ... 				
Space	<i>Where is this taking place?</i>					
Interactions	<i>Who are they engaging with?</i>					
Emotions	<i>What are they thinking or feeling?</i>					
Context	<i>External context that directly or indirectly affect the users' actions or decision making. Every detail can make a big difference when it comes to detecting barriers.</i>					
Pain Points	<i>What are the barriers that affect the user's behavior?</i>					
Opportunities	<i>What are the opportunities that affect the user's behavior?</i>					

Citations

Behavioural journey map as a product design process. (2022, April). Medium. October, 2023 from <https://bootcamp.uxdesign.cc/behavioural-analysis-as-a-product-design-process-4870c8076a61>

Johns Hopkins Center for Communication Programs. (n.d.). Mural Template [Unpublished template].