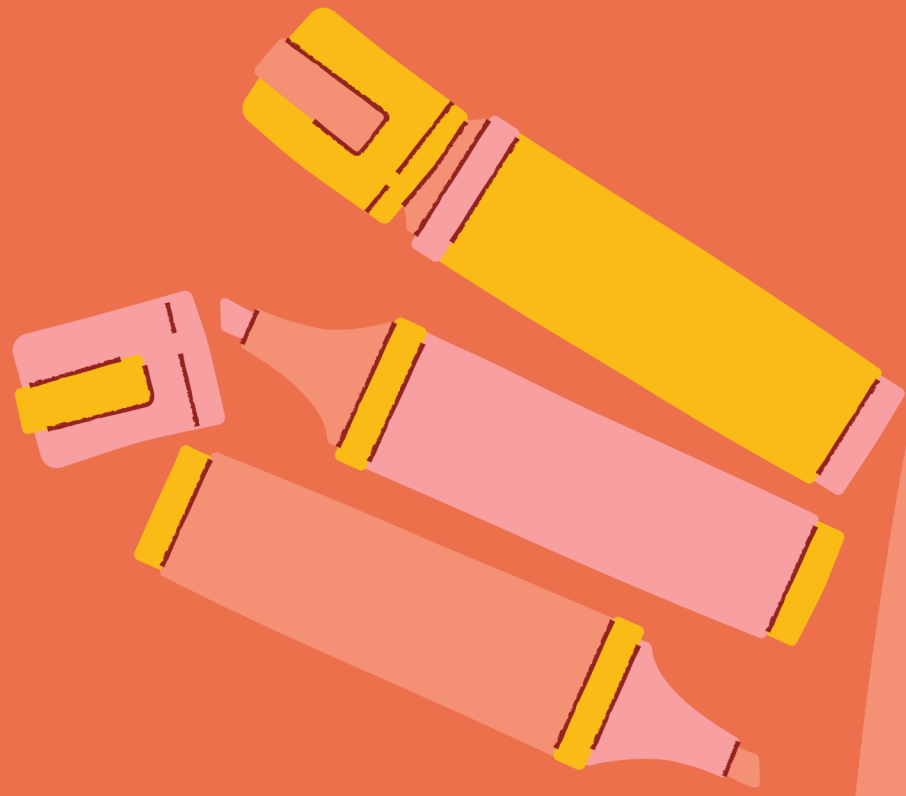




The Innovation Lab

# JOURNEY MAPPING



# WHAT IS A JOURNEY MAP?

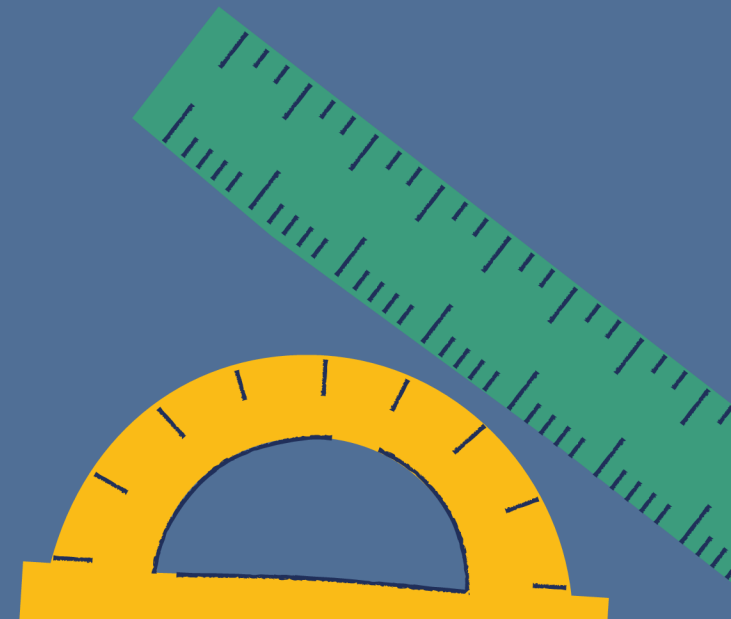
A journey map is a tool designed to help you better understand how an early years system user such as a child, parent, carer or otherwise is experiencing a service or product from start to finish. Completing a customer journey map will help you to identify unknowns, highlight areas for opportunity and intervention, and map out possible responsive solutions.

Journey mapping is not merely a chronological account of a user's experience, however, it is a rich narrative woven from the system user's interactions, emotions, and decisions at various touchpoints.

This exercise can help you to generate a design thinking process that is geared towards generating responsive, user-centric solutions. Journey mapping can bring to light the intricate web of needs, desires, and frustrations that shape system user behaviours. This exercise can therefore offer you a path to empathy and understanding of the early years system users you seek to support, and in doing so aid you to ideate effective, responsive innovative products, processes, strategies, or otherwise.

The insights gleaned from journey maps can foster a culture of innovation that places the user at the heart of every decision. This allows cross-disciplinary and intersectional teams to build a shared understanding of the user experience and catalyse positive, resonate change.

# WHY YOU SHOULD CREATE A JOURNEY MAP



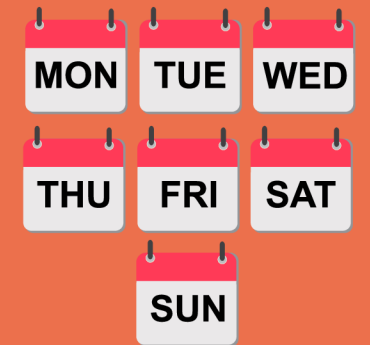
# TYPES OF JOURNEY MAPS

The four most common types of journey maps are:

**Current State:** Current State journey maps showcase the thoughts, emotions and actions that early years system users' currently experience in response to engagements with your organisation, service, or centre. This type of map is ideal for innovation projects which are iterative, meaning your relationships with the system users are long-term and evolving.



**Day in the Life:** Day in the Life journey maps offer broader insights into system users' daily lives, identifying their unmet needs both big and small. This type of map is suitable for innovation projects which are needs-based and involve close collaboration and co-design with system users (such as children, families, the early years workforce and others).



**Future State:** Future State journey maps help you to see potential future interactions between systems users and your organisation, service, or centre. This type of map can aid you in strategic planning and is most relevant and applicable for forward-thinking / future-focused innovative initiatives, products, or processes.



**Service Blueprint:** Service Blueprint journey maps support you to visualise the different layers of the innovation which are responsible for delivering the user experience. These can include people, policies, and technologies. This type of map is useful if you already have an innovation in mind and want to dive into the detail of it, forecast intentional and unintentional impacts and risks.



# HOW TO MAP THE JOURNEY – KEY COMPONENTS

Although there are different types of journey maps, there are several core components that they all share. These include:

## Innovation focus

What will your innovation be (e.g., a product, service, process, program or otherwise)?  
How will it be user-friendly as well as impactful?  
What resources will you need to develop a prototype for it?  
How long will it take to build?



## User focus

How does the user first become aware of your innovative solution?  
How do they make a decision to try it?  
What are their first interactions and engagement like?  
As a user begins to benefit from your idea, how could they tell other people about it?



## Experience focus

How can you visualise a user's experience from beginning to end (e.g., via storyboards, workflows, brainstorm, or otherwise)?  
How might users become repeat users?  
How might the solution ultimately impact their life?



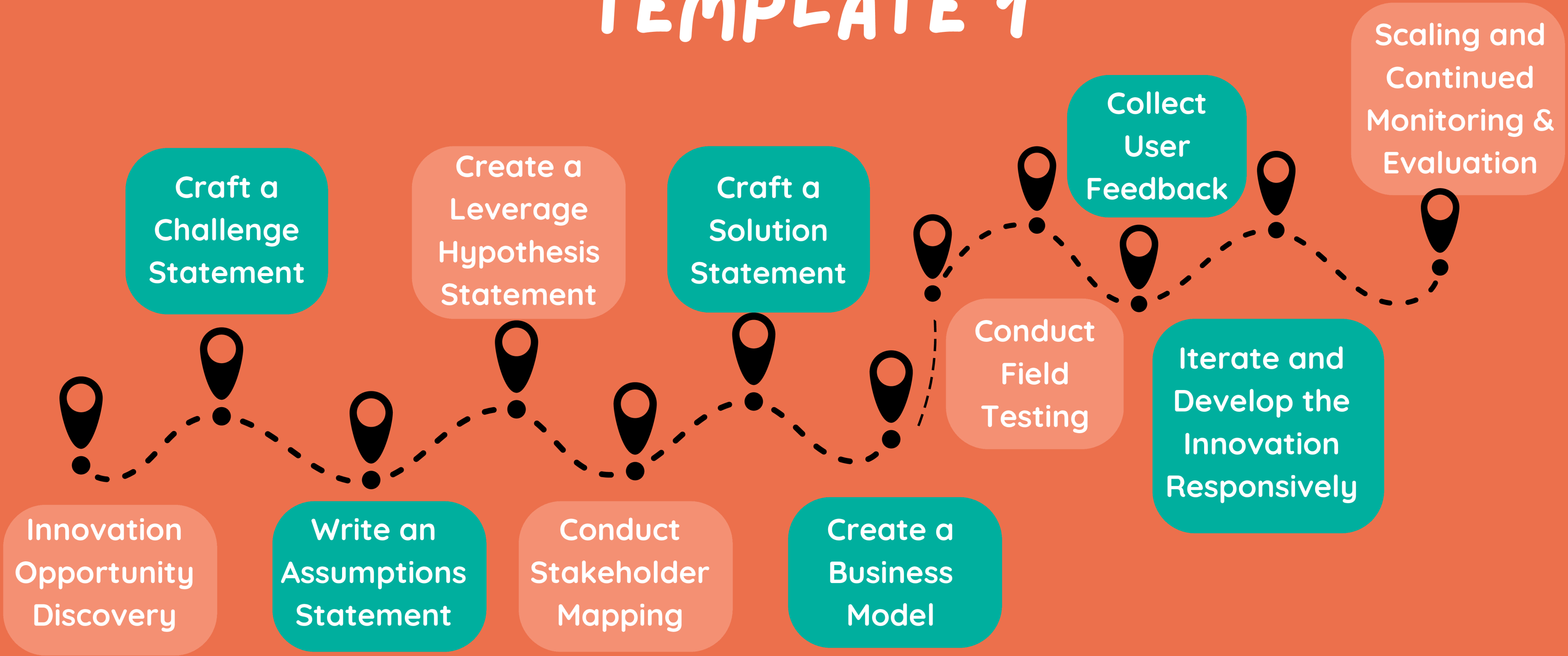
## Team focus

What are the departments involved in this innovation project?  
What are the skillsets of those involved? Do these overlap or complement one another? What impediments to progress might the team face? Who is responsible for specific deliverables / actions?

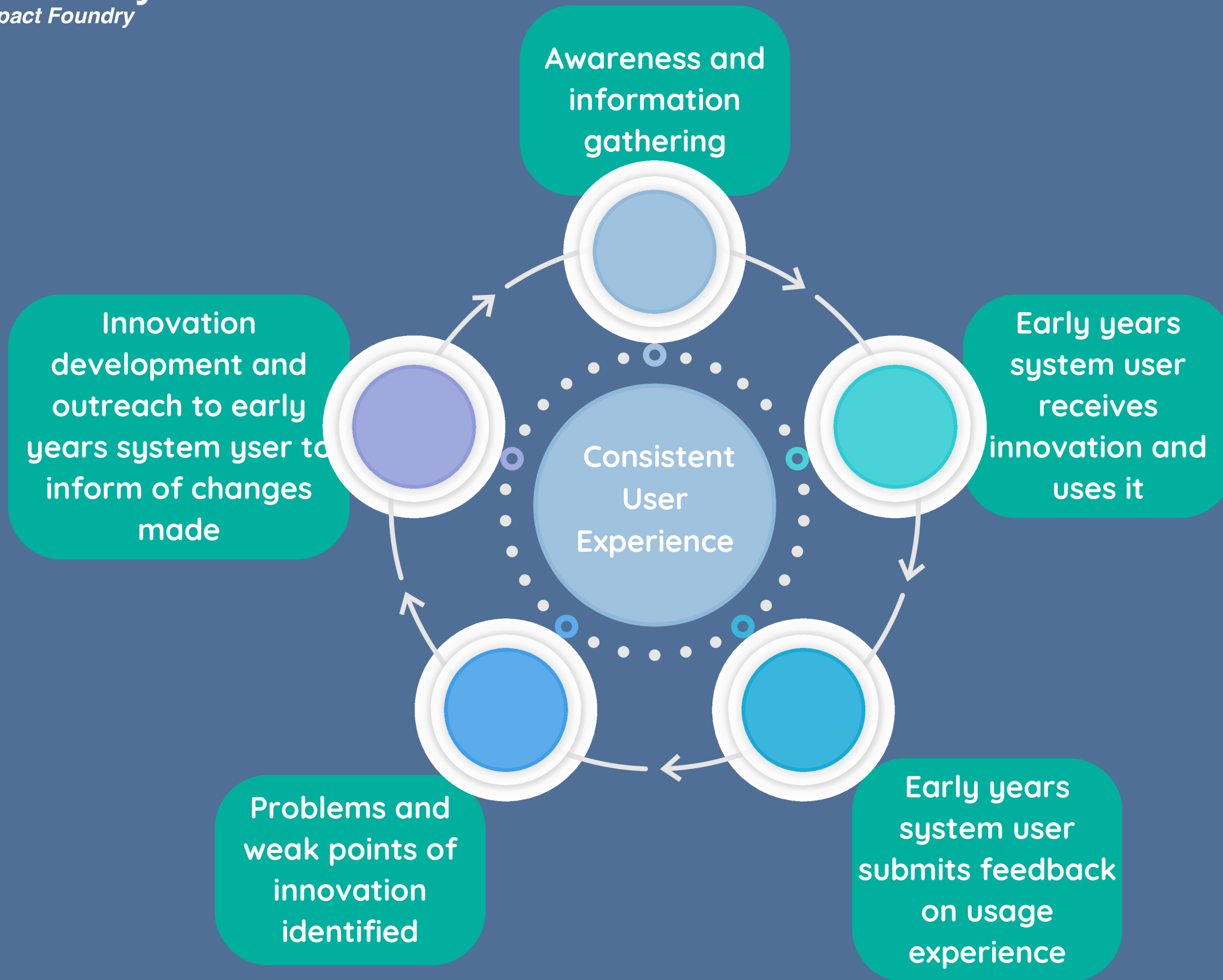


# INNOVATION JOURNEY MAP

## TEMPLATE 1



# INNOVATION JOURNEY MAP TEMPLATE 2



# INNOVATION JOURNEY MAP

## TEMPLATE 3

What are the key moments along your early years system user's journey to engage with your innovation? What are they feeling, thinking, and doing during each of these stages?

AWARENESS

INTEREST

EVALUATION

ACTION

INSIGHTS, LEARNINGS AND ITERATIONS TO MAKE TO  
THE INNOVATION



 CONGRATS! 

You have completed your journey map.