

Future-State Journey Map

Kick-Off-Sprint - Phase 3

Unlike the current-state journey map, the future-state journey map **focuses on creating new experiences for the user** rather than fixing existing ones. In the case of the Kick-Off-Sprint, it focuses on **opening up new areas of user interaction and value based on the selected solution approach**, rather than highlighting pain points or problem areas.

The goal of the map is to create new user value and experience.

Benefits

Unlike Current-State, Future-State Journey Map is **not driven by data, but by creativity and innovation**. In addition, the map is useful in **exploring user expectations** and can be used to **uncover new opportunities to improve the user experience**. Rather than relying on objective data, it leaves room for subjective interpretation. Further, it takes into account not only the experiences of stakeholders, but also **the wishes and aspirations from the users**.

When and How to Use Future-State Journey Map

When looking to reinvent a journey or redesign an experience that sets the company apart from the competition, a future-state journey map should be created. The mapping helps to **envision new customer segments or to develop and deliver new offerings**.

Use future-state maps to create a shared vision:

If there is no existing product or offering, such future-state maps can serve as a north star that visualizes and communicates the experience in its ideal form. The map helps the project team develop a shared vision about the selected solution approach, what the experience should look like, or even create experience guidelines or principles to consider in development.

Use future-state maps to provide direction:

Future-state maps can also be viewed as a roadmap for teams developing a new product or experience. The map can serve as a planning document for prioritizing the features, content, or service points that must be in place to achieve the ideal experience depicted in the map.

How To: Future-State Journey Mapping

To create the future-state journey map, the project team invites the client and some stakeholders for a meeting. Two to three hours should be allocated for the meeting.

1. Define

Before starting, the product vision, persona and selected solution approach defined earlier in the sprint must be consulted again. This way, everyone has the same understanding of the entire journey for the defined target group. The main goal of the future-state journey maps is to create a new user journey, respectively how the new journey looks like based on the new solution approach and which steps are required in it.

2. Pre-Work

To ensure that the creation of the future-state journey map with the client can be carried out effectively and in a goal-oriented manner, previously developed journey maps (current-state journey map) should be used as valuable reference points. The current-state journey map shall be reviewed to provide ideas and insights on how to create a new type of journey.

The insights and resolutions from this pre-work should be sent to the client prior to the appointment.

3. Create & Map

For this part it is important to note that future-state journey maps are driven by imagination, not facts. It is about creativity, vision and innovation. Ideas are developed and the empathy of the participants is strengthened. While customer experiences are important, user aspirations and hopes should also be considered.

When creating a future-state journey map, the project team with the client should focus on the ideas, emotions, and visions of the different touch points instead of the pain points and solutions as in current-state mapping. Create a multi-step roadmap to capture all the different paths the user can take on their new journey. User stories from the first phase in the kick-off sprint can be very supportive for this task.

Other sources

- <https://info.keylimeinteractive.com/current-state-vs.-future-state-journey-mapping#:~:text=Unlike%20current%2Dstate%20journey%20mapping,points%20or%20areas%20of%20difficulty.>
- <https://info.keylimeinteractive.com/how-to-future-state-journey-mapping>
- <https://www.nngroup.com/articles/journey-mapping-101/>
- <https://www.nngroup.com/articles/journey-mapping-approaches/>