

Current-State Journey Map

Kick-Off-Sprint - Phase 1

The current-state journey map **visually illustrates the stages of interaction between the end-user and the current product or website or product on one big map**. It reflects the entire interaction from initial contact or discovery, on through the process of engagement to long-term loyalty and advocacy.

Benefits

The current-state journey map gives a **clearer overview of the complete process and where possible challenges or problems lie**. The map helps the project team to put themselves in the shoes of the end-user to **improve the user experience and identify potential opportunities**. On the one hand, it is important to understand how the user thinks, what motivates them to act and what other influences also play an important role in the interaction. The insights gained from this **must be taken into account when designing the end product**.

When and How to Use Current-State Journey Map

If **existing problems for users are to be identified and documented**, and as a result, appropriate solutions are to be defined, it is recommended to create a current-state journey map. The map makes it possible to **understand user needs** on the one hand and **find gaps in the current experience** on the other. It also identifies current **user pain points, areas of disconnect, and highlights common weaknesses and peaks in the user's emotional journey**.

Use current-state maps to communicate and persuade:

The map and its results can be used to convince additional stakeholders, product owners, or channel leads that pain points exist. The frequency and extent of pain points can also be communicated more easily. The contextual thoughts and emotions of users captured by the map are especially helpful in creating a compelling narrative.

Create current-state maps for a common understanding:

Current-state maps also provide a coherent starting point for UX and design activities. When everyone has a shared understanding of the product or service's deficiencies,

prioritizing new interactions or workflows within the project team is easier. Sketching or prototyping new design ideas is more productive when the current state is well understood.

How to Create a Current-State Journey Map

The current-state journey map is discussed and developed **together in the project group with the client and stakeholders**. The template of the same name helps with the elaboration. It is important that the client is **present with the stakeholders** and **can provide important insights into the existing product/service**.

1. Choose a persona

For the journey map, preferably one of the created personas will be taken. The selected persona is a representation of the target group. If there are multiple target groups, it is advisable to take the persona of the primary target group. Normally, a separate user journey map is created for each primary persona, but in the sprint this will not be done due to time constraints.

2. Map the Touchpoints

In the top line of the template of the same name, the different touch points that the user has with the product or service are noted in the form of stages. At each stage, the project group thinks about the following points:

- Action (what will be done?)
- Motivation (what is the reason behind it?)
- Possible pain points
- Possible gain points
- Involved persons/offices
- What data is generated in the background?
- Other technical aspects

Other sources

- <https://www.optimizely.com/optimization-glossary/user-journey-map/#:~:text=What%20is%20a%20user%20journey,long%2Dterm%20loyalty%20and%20advocacy.>
- <https://www.qualtrics.com/de/erlebnismanagement/kunden/customer-journey-map/?rid=langMatch&prevsite=uk&newsite=de&geo=CH&geomatch=>
- <https://www.nngroup.com/articles/journey-mapping-101/>
- <https://www.nngroup.com/articles/journey-mapping-approaches/>