Worksheet 3: Journey Mapping

Journey mapping is a visual representation of a family's experience interacting with a service or program. It helps to show a process from the family's perspective and identify opportunities for improvement.

1. Define your goal

Describe the purpose of this journey mapping effort:

What question are you trying to answer?
For example: how can we ensure higher rates of participation and retention in employment and training programs?

Whose experience are you mapping?
For example: direct service staff and participants.

How will this map be used to inform decisions or improvements?
For example: this will show us where pain points and bright spots exist to help inform a more collaborative model that decreases barriers for participants and staff, so that more people can benefit from programming.

2. Choose a focus persona (participant or staff)

Provide details about the individual whose journey you are mapping:

Demographic or situational characteristics.
For example: a single mother with two children who is out of work and applying for SNAP and TANF, or a case manager at a regional office that handles SNAP and WIC cases.

Key needs or challenges.
For example: participant does not have reliable transportation and is dependent on public transit when they have enough cash, or a case manager can't see information gathered in other programs that would inform their work.

3. Map the stages of the journey

Use the table below to track the client's experience across key stages. You can do one for each persona to ensure that you capture the full picture of the program journey.

Stages	Actions	Emotions	Touchpoints	Pain Points	Opportunities

4. Validate with real feedback

How will you ensure this journey map reflects real experiences?

Who should you engage with to validate the journey map?

```

```

What methods will you use (e.g., interviews, surveys, focus groups)?

```

```

5. Identify key themes and insights

After completing the map, summarize the key takeaways:

Where are the biggest challenges or drop-off points?

```

```

What patterns are emerging across stages and personas?

```

```

What are the top opportunities for improvement?

```

```

6. Use and share the map

Mapping is not a one-time exercise and can be done at different points to see if changes have led to better outcomes and to continuously innovate.

Who should see this journey map?

What follow-up actions are there?

How can the journey map be used in planning or continuous improvement?