

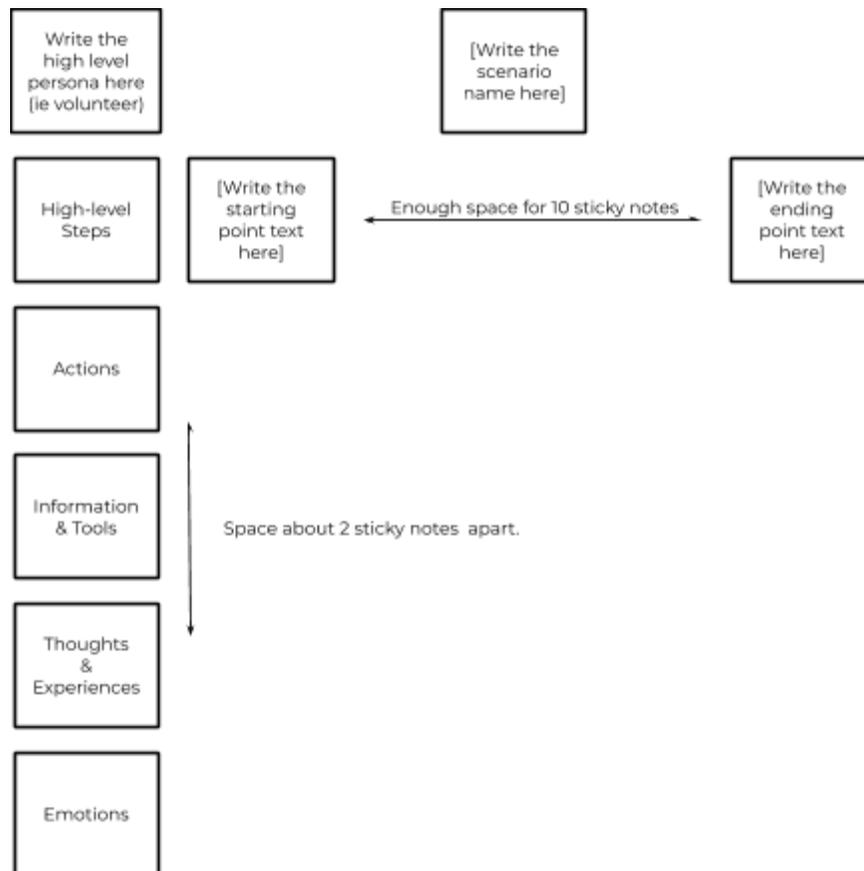
# Journey Mapping Activity

## Space Setup

*You'll need 15 - 20 minutes to set up.*

**Arrange Scenarios:** Pick a wall for each scenario. If you don't have enough wall space to set up the scenarios at the same time, remember to take photos of the final product before removing one scenario and starting another.

For each one arrange it as follows.



Pick a space for the "parking lot". A central table would be a good location. Add a sticky note labeled "parking lot" and leave some pens and sticky notes nearby.

**Arrange Materials:** Put a pile of sticky notes, markers, the matching scenario handout, and the emotions handout at the base of the wall for each scenario.

## Scenarios

### Food Delivery

**Persona:** Volunteer



Jonah is a new volunteer that is excited to get started with their first food delivery. They need 10 hours of community service in the next month to meet a requirement and chose our non-profit out of many because of our mission. They've done all the steps necessary to register for their first food delivery.

**Starting Point:** Just starting their delivery & leaving their house

**End Point:** Completed a food delivery

### Food Delivery Coverage

**Persona:** Part-time Organization Staff



Marco has worked part-time for our organization for the last year. It fits in well with his class schedule at the local university. He knows if he stays on top of shift coverage early, it saves the whole team stress. He also recognizes that there are factors beyond his control, like weather, that can impact how many shifts need last-minute coverage.

**Starting Point:** Just starting the task of ensuring shift coverage for food deliveries.

**End Point:** Shift Coverage for a period of time is complete.

### Setting up a Food Delivery

**Persona:** Full-time Organization Staff



Chiu-Ki has been with the organization for two years and has strong personal relationships with the different recipient communities. She knows which can absorb variance and which communities have specific requirements. She is not as familiar with the donor side of the equation.

**Starting Point:** A new food delivery needs to be coordinated.

**End Point:** A new food delivery has been set up and is ready for a volunteer.

# Instructions

## Time Estimate

## Instruction

*Italics & indentation indicate the instruction should be read out loud*

Icebreaker

5 - 10  
minutes

[Optional] Start with an icebreaker. Ice breakers use up time, but help people transition to the activity. Go with the one outlined below, or one you're comfortable with.

*We'll start with an ice breaker. Close your eyes. Take a few moments to check-in with yourself. Where are you at? How is your energy? What have you been involved with today? What is on your mind that is unrelated to this activity? I'll give you a few minutes to reflect, then we'll go around in a circle and share where we're at. You have the option to pass, but I encourage you to share at least one thing. The purpose is not to delve into personal affairs or secrets, but to let go of your outside situations and thoughts during this activity. Open your eyes when you're ready.*

When everyone has opened their eyes, ask for a volunteer to start. You should go first if no one volunteers. Once everyone has a chance to speak...

*Thank you for sharing. I invite anyone to talk further later if you need support.*

Overview

15  
minutes

Explain the goal and overview of the activity.

*The goal of a journey map is to better understand the experiences and needs of folks who participate in the daily tasks of our organization. We'll break up into 3 groups and each group will look at one scenario. Given a beginning point and an end point, you'll fill in the steps in between for the given persona. A persona is a fictional character that represents the different user types that interact with our daily logistics. Personas provide a humanizing context.*

*Next, you'll fill out the details for each step. For example, what information does the persona need to complete the step? What is the persona feeling? If time permits, we'll*

rotate groups to the different scenarios for additional edits. We'll end with sharing our experience with the activity.

*This is an iterative activity. Feel free to tweak any part of your map at any time.*

*Keep in mind these scenarios are a starting point for developing a shared understanding within the Food Rescue Alliance. They are not meant to capture the sum total of what we do. Given that, some things might come up for you while you're engaging in the activity. We have a parking lot over here where you can add a sticky note for any critiques, questions, ideas, or feedback. I encourage you to use the parking lot throughout the exercise as things come up.*

- 5 minutes Divide the group into smaller groups, assign them to a scenario, and ask them to move to wherever their scenario is set up.

*Take a look at your scenario on the handout. I'll walk you through the layout you see in front of you. We'll have a time frame for each row of the map. We'll start with the main steps. Leave the details for the next row. For walkthrough purposes, consider the steps for toasting bagels. An example of high-level steps would be: get the bagel, prepare the toasting mechanism, toast the bagel.*

*Details like "turn on the oven" or "plug in the toaster" would belong in the actions, the next row. Actions drill down into the details. Draw on your own experiences and the experiences of people you've talked to.*

*In the next row, consider what information a persona needs during a step. Using the example of toasting bagels, information might cover what toasting mechanisms are available and the number of bagels that need toasting.*

*The next row is thoughts and experiences, what is going through the persona's head during this step? Like "Last time my bagel burned, how do I avoid that?" or "Mmmmmm, warm bagels, and cream cheese."*

*The final row is emotions. Reminder, humans can feel several emotions at once. Think about your own experience and the experience of people you've talked to. Make your best effort at capturing the emotions for each*

step. Reference the handout for help identifying emotions.

Steps

15  
minutes

Figure out the high-level steps.

*On a high level, plot the most critical steps your persona takes to get from point the starting point to the endpoint. Start at the beginning and ask "what happens next?" If you get stuck, go to the end and ask "what happened before this?" Write the steps on a sticky note and add it to the wall.*

*For the moment, ignore the sticky notes labeled "thoughts & experiences", "emotions", "information needs", and "actions". We'll get to those later.*

*We'll have fifteen minutes for this, so keep it high level. You'll have a chance to add additional steps later. I'll check in when we have five minutes left and see if we need to buy more time. If you have questions, raise your hand and I'll come over and do my best to answer them. If you finish early, let me know.*

If all groups finish early, you can move on to the next step and shave some time.

Steps

15  
minutes

Actions

*What actions does the persona need to perform to move on to the next step? This is an iterative activity, feel free to tweak the high-level steps as needed. Reference the handout for examples.*

Info

15  
minutes

Fill out the Information & tool needs.

*What information is necessary for the persona to move on to the next step? What tools do they need?*

Thoughts

15  
minutes

Fill out the thoughts & experiences.

*Later, during professional development for the cooperative software, a range of qualitative and quantitative research techniques will be used to capture the emotions, thoughts, and experiences of users. Today we are going with our own remembered experiences, and the experiences we've heard talking to people similar to the personas on the wall. We recognize the bias of this approach, and that this is only a starting point.*

cont'd

*For each step, think back to your own experience or a conversation with someone about performing the step. What thoughts were going through your head? What questions did you have?*

Emotions

15  
minutes

Fill out the Emotions.

*There are so many emotions, and humans can feel several emotions at once. Think about your own & other's experience. Make your best effort at capturing emotions. There's a handout with a list of emotions for reference.*

Rotate

5  
minutes

[Optional] Rotate the groups to a different scenario.

*As a group, rotate clockwise to another scenario. Read over it, what questions or comments do you have? Write it on a sticky note and put it to the right of the map.*

Rotate 2

5  
minutes

[Optional] Rotate the groups to a different scenario. Repeat the step above.

*Rotate clockwise again. Read over the scenario. Write questions & comments on sticky notes and put it to the right of the map.*

Group Wrap Up

10  
minutes

Wrapup & rate the work.

*Head back to your original journey map and everyone grab a pen and a sticky note. Take a look at your journey map. How confident are you in its accuracy? On a scale from 1 to 5, with 1 being not confident in the accuracy and 5 being very confident in the accuracy, rate your journey map, don't show anyone. and hold onto it for a minute.*

Wait until everyone appears to be done.

*On the count of 3, we'll stick our rating to the map. 1 - 2 - 3! Does anyone have a very different rating than a group member? How could we improve the rating for the maps?*

*Thank you for your time. Other food rescues will be doing this same activity. This aids our collective understanding of the similarities & differences in our organizations, hopefully leading to stronger communication & collaboration. I'll send a link when other organization's journey maps are posted if you're curious how to see how they compare.*

10  
minutes

Wrapup, Facilitator only. Through notes or photos, verify you have the following:

- Legible documentation of the complete journey map
- The ratings each group gave their journey map.
- Comments other groups gave a journey map.
- Anything in the “parking lot”
- Whatever else you think is pertinent.

## Facilitation Nudges

*Tips for real-time issues that might arise. If you discover some that worked for you, please share it via email. They might help another group navigate this activity.*

**If** a group has issues with sticky notes falling down

**Try** using tape to keep it up or find another surface like a table, butcher paper, the floor.

**If** a group gets stuck coming up with the next step for the map

**Try** going to the endpoint and asking “what happened before this?”

**If** a group is going at a slower pace than time allows

**Try** encouraging them to think at a higher level, more detailed analysis can be flushed out if time allows

**If** a group is *still* going at a slower pace than time allows

**Try** reminding them this activity is our first pass at shared understanding, we’ll have additional opportunities to perfect it down the road.

**If** you or a group are unclear of the “right way” to do this task

**Try** picking whatever makes the most sense to you (or the group) or flipping a coin