Journey Mapping

DISCUSSION GUIDE SAMPLE

Interviewer Notes

* This discussion guide is only to guide the conversation. It is not a script. Please feel free to use your own words and make this a conversation. Use language that matches the interviewee – match their level of formality.

Introduction

My name is [NAME] and I work for [YOUR COMPANY].

We want to understand what the [YOUR JOURNEY] was like for you, as we work to optimize the process for future customers. Your input is highly valued and will help others who [COMPLETE ACTIVITY/PARTICIPATE].

The interview is expected to last one hour. In this interview we will focus on learning about the process from your point of view. Topics will include:

* Interactions with [COMPANY NAME].
* Identifying any difficult or challenging steps in the journey

Everything you share will be treated as confidential. To ensure we collect your true voice, we will be video recording each interview.

I want to hear your personal opinions and experiences, and it will help me the most if you speak frankly and honestly; there are no right or wrong answers.

I do have a representative from [COMPANY NAME] here with me to hear directly from their customers. Their role is to listen and take notes. The [COMPANY NAME] representative is interested in hearing about your experience first-hand, and their willingness to be included in this effort shows a commitment to hear your feedback and make changes to better serve customers.

Customer Understanding

* 1. **I’d like to start by learning more about you. Please tell me about you:** 
     1. **Age, family, work, hobbies/interests, and more.**
     2. How long have you been a customer of [COMPANY NAME]?

Perceptions

We’re interested in learning about your experiences with [COMPANY] before we talk specifically about the [SPECIFIC JOURNEY].

* 1. **What are your impressions of [COMPANY]?** (What words come to mind and why?)

Current Experience Activities

**I’d like to have you walk me through your [JOURNEY], from beginning to end.** This may include [INSERT KNOWN TYPES OF CONTACT].

* 1. For each activity area discussed, we’d like to understand your involvement, others involved (if any), the difficulty or ease of the activities, and finally we’d like to understand any emotions experienced during the activity.
     1. Let’s start with the beginning.
     2. What happened next?
        1. How much time elapsed? [Probe for timing/response expectations.]
        2. Who were you interacting with?
        3. How were you feeling at this point in the process?

[REPEAT UNTIL JOURNEY IS COMPLETED.]

* 1. How long did the whole [JOURNEY] take?
  2. Overall, what were the most difficult activities within the [JOURNEY]?
  3. What (if anything) worked relatively well in the process?

Ideal Experience

* 1. If you picture a future where [COMPANY NAME] is providing you with the [JOURNEY] experience, what will they have done for you that makes it perfect*?*
  2. What advice do you have for [COMPANY NAME] to improve your experience?

Wrap Up – Conclude & Thank

* 1. Thinking about everything we’ve talked about, is there anything that stands out as most important to you? What worries or bothers you the most?
  2. Thank you for your time today. Do you have any questions for me?