

# STUDENT LEARNING AND REFLECTION: JOURNEY MAP

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## Journey Map Purpose

**Rationale:** This learning activity is used in Marketing practice to understand customer experience journeys. In new product development courses it can help students understand how customers experience a product/service or activity domain – such as cooking or travel, in order to propose modifications to improve customer experiences or ideas to meet new needs. In other areas of Marketing it is known as an activity analysis or service blueprint. As a visualization tool, it can make data-driven marketing more understandable and interesting.

- Goals:** The purpose for using this mapping has been twofold for new product development:
1. Students learn to appreciate perspectives and experiences that may be different from their own;
  2. Students learn to identify moments of truth that shape experience that provide opportunities for new product/service ideation.

- Benefits:**
1. Promotes engagement and empathy between students and those they interview about experiences;
  2. Encourages students to think about journeys holistically and step by step and how product/service providers can improve upon these experiences.



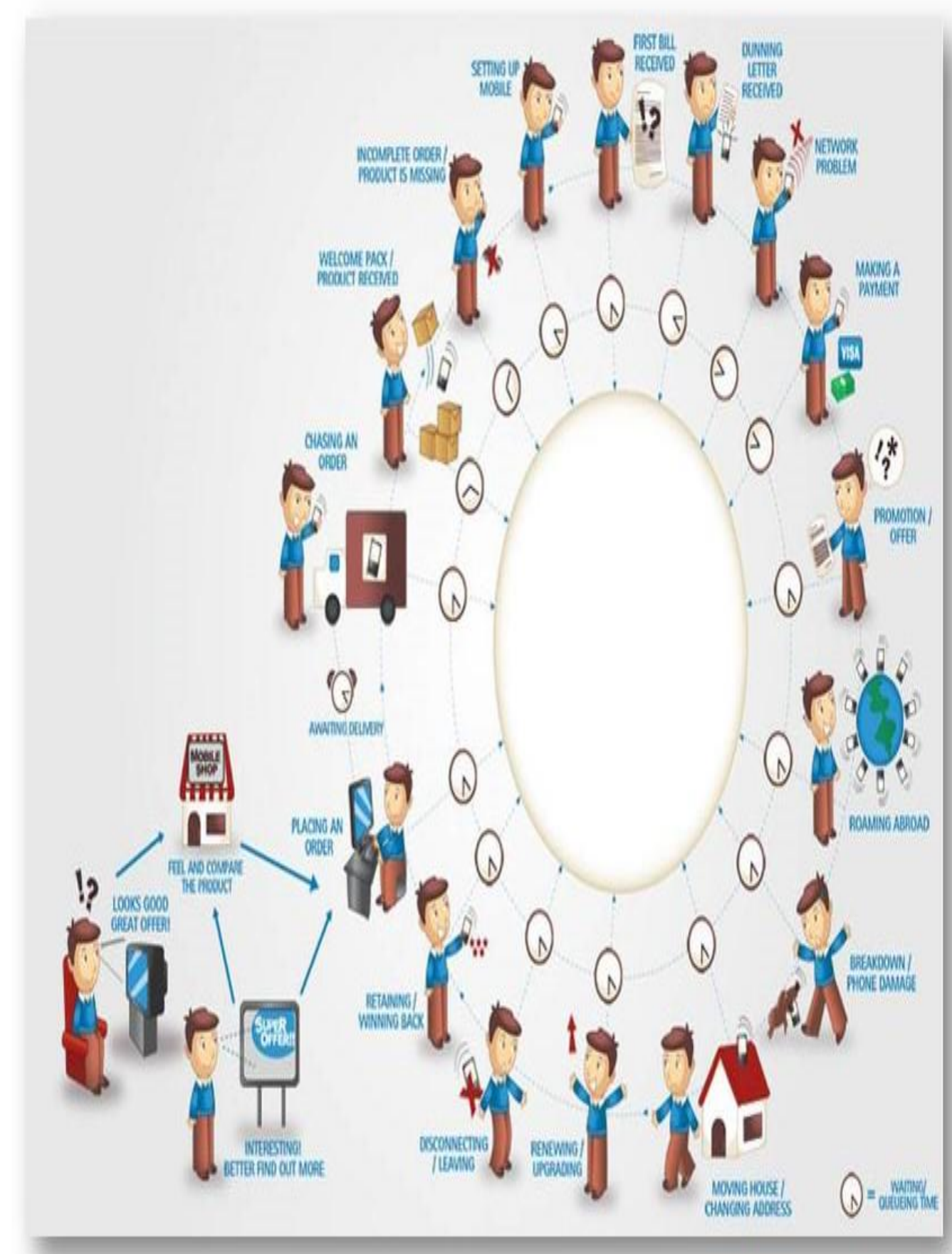
Example: Mapping the Journey.  
<https://www.atlassian.com/team-playbook/plays/customer-journey-mapping>

STAGES	RESEARCH	BOOK APPOINTMENT	ARRIVE AND CHECK IN	WAIT DURING SERVICE	CHECK OUT	FOLLOW UP	
DOING							
THINKING	<ul style="list-style-type: none"> <li>How much will this cost?</li> <li>What time will it be?</li> <li>How long will it take?</li> <li>How many people can I bring?</li> </ul>	<ul style="list-style-type: none"> <li>How long will it take?</li> <li>How many people can I bring?</li> <li>How long will it take?</li> <li>How many people can I bring?</li> </ul>	<ul style="list-style-type: none"> <li>How long will it take?</li> <li>How many people can I bring?</li> <li>How long will it take?</li> <li>How many people can I bring?</li> </ul>	<ul style="list-style-type: none"> <li>How long will it take?</li> <li>How many people can I bring?</li> <li>How long will it take?</li> <li>How many people can I bring?</li> </ul>	<ul style="list-style-type: none"> <li>How long will it take?</li> <li>How many people can I bring?</li> <li>How long will it take?</li> <li>How many people can I bring?</li> </ul>	<ul style="list-style-type: none"> <li>How long will it take?</li> <li>How many people can I bring?</li> <li>How long will it take?</li> <li>How many people can I bring?</li> </ul>	
FEELING	<ul style="list-style-type: none"> <li>Apprehensive: Don't want to spend a lot of money.</li> <li>Excited: Can't wait to go!</li> <li>Disappointed: It didn't turn out as well as I hoped.</li> </ul>	<ul style="list-style-type: none"> <li>Excited: I got a great appointment!</li> <li>Disappointed: I had to wait a long time.</li> <li>Excited: The service was great!</li> </ul>	<ul style="list-style-type: none"> <li>Excited: I got a great appointment!</li> <li>Disappointed: I had to wait a long time.</li> <li>Excited: The service was great!</li> </ul>	<ul style="list-style-type: none"> <li>Excited: I got a great appointment!</li> <li>Disappointed: I had to wait a long time.</li> <li>Excited: The service was great!</li> </ul>	<ul style="list-style-type: none"> <li>Excited: I got a great appointment!</li> <li>Disappointed: I had to wait a long time.</li> <li>Excited: The service was great!</li> </ul>	<ul style="list-style-type: none"> <li>Excited: I got a great appointment!</li> <li>Disappointed: I had to wait a long time.</li> <li>Excited: The service was great!</li> </ul>	<ul style="list-style-type: none"> <li>Excited: I got a great appointment!</li> <li>Disappointed: I had to wait a long time.</li> <li>Excited: The service was great!</li> </ul>
CUSTOMER EXPERIENCE	<ul style="list-style-type: none"> <li>Think lots of companies are looking like this.</li> <li>Check how many people are in line.</li> <li>Check how many people are in line.</li> </ul>	<ul style="list-style-type: none"> <li>Appointments can be booked by phone or online.</li> <li>Check how many people are in line.</li> <li>Check how many people are in line.</li> </ul>	<ul style="list-style-type: none"> <li>Check in to the service and get a room.</li> <li>Check how many people are in line.</li> <li>Check how many people are in line.</li> </ul>	<ul style="list-style-type: none"> <li>Waiting time is too long.</li> <li>Check how many people are in line.</li> <li>Check how many people are in line.</li> </ul>	<ul style="list-style-type: none"> <li>Check out and get the bill.</li> <li>Check how many people are in line.</li> <li>Check how many people are in line.</li> </ul>	<ul style="list-style-type: none"> <li>Check out and get the bill.</li> <li>Check how many people are in line.</li> <li>Check how many people are in line.</li> </ul>	<ul style="list-style-type: none"> <li>Check out and get the bill.</li> <li>Check how many people are in line.</li> <li>Check how many people are in line.</li> </ul>
OPPORTUNITIES	<ul style="list-style-type: none"> <li>Offer a discount.</li> <li>Offer a discount.</li> <li>Offer a discount.</li> </ul>	<ul style="list-style-type: none"> <li>Offer a discount.</li> <li>Offer a discount.</li> <li>Offer a discount.</li> </ul>	<ul style="list-style-type: none"> <li>Offer a discount.</li> <li>Offer a discount.</li> <li>Offer a discount.</li> </ul>	<ul style="list-style-type: none"> <li>Offer a discount.</li> <li>Offer a discount.</li> <li>Offer a discount.</li> </ul>	<ul style="list-style-type: none"> <li>Offer a discount.</li> <li>Offer a discount.</li> <li>Offer a discount.</li> </ul>	<ul style="list-style-type: none"> <li>Offer a discount.</li> <li>Offer a discount.</li> <li>Offer a discount.</li> </ul>	<ul style="list-style-type: none"> <li>Offer a discount.</li> <li>Offer a discount.</li> <li>Offer a discount.</li> </ul>

Example: Comprehensive Journey Map. Image by Azmina Karimi.  
<https://www.pattive.com/blog/customer-journey-mapping-for-small-business/>

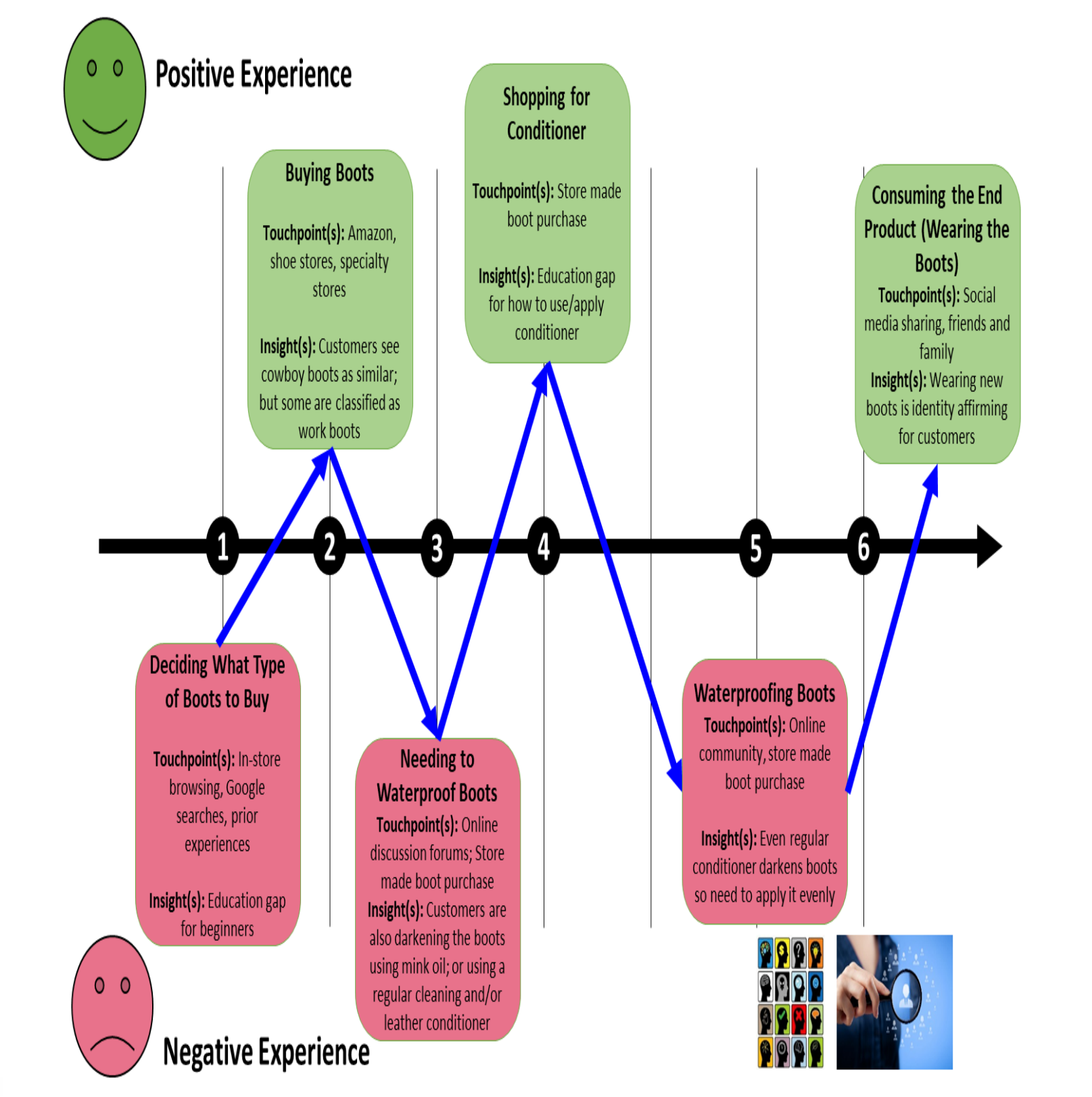
## Journey Map Lessons

- Tool to help us get inside the head of customers/individuals -
  - Helps identify **Moments of Truth** in customer experiences – critical moments that make or break the experience;
  - Helps identify **Touchpoints** (or potential touchpoints);
  - Helps identify **Blank Spaces** in the customer experience, and where the organization can create value through a product or service.
- There's no one "right way" to format the journey map; it can be adapted to best meet the situation and purpose.
- It is not a one-time exercise, but a continually-evolving tool (as people/culture/economies/circumstances change).
- Can be a rich source of ideation (discovery), a rich source of evaluation (testing), and can help define the scope of a project.



Example: Basic Journey Map.  
<https://www.neosperience.com/blog/5-5-tips-to-start-mapping-the-digital-customer-journey/>

## Experience of Buying/Owning New "Cowboy" Boots



Example: Journey Map with Positive and Negative Valence.

## Journey Map for New Product/Service Customer Insights

**BEFORE**  
**Teams:** Create teams of 4-5 learners.

**ACTIVITY**  
 Each learner interviews one customer in an activity domain chosen by the team. The objective is to understand the customer experience as a step-by-step journey in the life of the individual, gathering thoughts, feelings, motivations, and actions related to the focal domain of interest. After completing the interview, the interviewer creates a drawing that provides a visual understanding of the journey (a map of the journey) that includes at minimum, the steps that complete the journey. In new product development, it is helpful for the map to include valence (positive/negative) for each step, touchpoints (between customer and others), and insights the learner comes to recognize as a result of examining the data. The most comprehensive journey maps break each step into: doing, thinking, feeling, the overall experience insights, and opportunities for the future.

**AFTER**  
 The learners can use this information in addition to other customer research to brainstorm new product/service development ideas.

## Other Journey Map Uses for Learners and Extensions Beyond the Classroom

- Other uses:
- For teambuilding and fostering understanding among class members;
  - In completing the activity, the learner appreciates others perspectives and experiences;
  - This activity helps to shift the learner's outlook from self to another;
  - Learners identify moments of truth that shape experience.
- For example, in a classroom or online course -
- Learners interview each other on their experiences in a domain relevant to a course or for fostering teams/interpersonal relationships, such as first year experience at Mason, experience of coming to the U.S. or another country, or a study or **work abroad experience**.
  - Next, learners create a visual representation of the other person's journey that includes touchpoints with others, positive/negative valence, and insights. A more comprehensive assignment would address thoughts, feeling, motivations, and actions. The learner shares their representation of the journey with the person interviewed for feedback.
  - The final journey map is shared in the class and/or with the faculty member.
- Extensions beyond the classroom:
- Learners interview people in or affected by the field of study.

## London Work Abroad Experience Interview

Q: Tell me about a significant global experience you had as a student?  
 A: After graduating with my undergraduate degree I had the opportunity to work abroad in London for six months through a program affiliated with my University while I decided which graduate program/profession to pursue – a legal career or business career.

Q: Tell me more about the first step in the process of being able to work abroad.  
 A: I completed an application for the program with the organization offering the work abroad experience available at the global education office.

Q: How was this process?  
 A: It was an easy, straightforward process.

Q: Tell me about the next step in the process.  
 A: I was accepted into the program, so started preparing to go abroad. I gathered lots of books and other materials to help me understand more about what I would experience.

Q: How was this process?  
 A: There was a lot of information and resources so I felt reassured.

Q: Tell me about the next step in the process  
 A: I traveled to London and had to navigate from the airplane through the airport to the London Underground to the hotel I had booked through the organization.

Q: How was this step?  
 A: It was not as easy as anticipated. I had a lot of luggage, but not a lot of money, so I did a lot of walking and got lost several times trying to find my way around. Also, when I arrived at the hotel, I was told that there were no rooms available so they booked me at another hotel but I had to find my way by myself. More walking and getting lost to find the second hotel.

Q: Tell me about the next step.  
 A: I went to the organization's office in London where they kept job listings/opportunities. I looked through the listings and found a job with an American law firm as a receptionist and assistant to one of the lawyers.

Q: How was this step in the process?  
 A: It was easy to find a job, and I was pleased to find an opportunity that related to one of my potential graduate school/professional career choices to learn more about it.

Q: What was the next step?  
 A: I found a place to live in Central London that had multiple inexpensive options to get to/from work. I could take public transportation (bus or Tube) or walk.

Q: How was this step?  
 A: At first it was not easy because lodging was not as easy to find as job opportunities. Lodging that was affordable was taken very quickly. I had to get to the organizing office when it opened and start calling on the new listings right away and visiting them. Once I found an acceptable one, I had to make a quick decision.

Q: What happened next?  
 A: I worked at the law firm for about five months. I was given increased responsibilities over time, including working for the senior member of the firm, and hiring new "students" from the same program I was in to work in the office and eventually to replace me when I left to travel during my last few weeks in the UK.

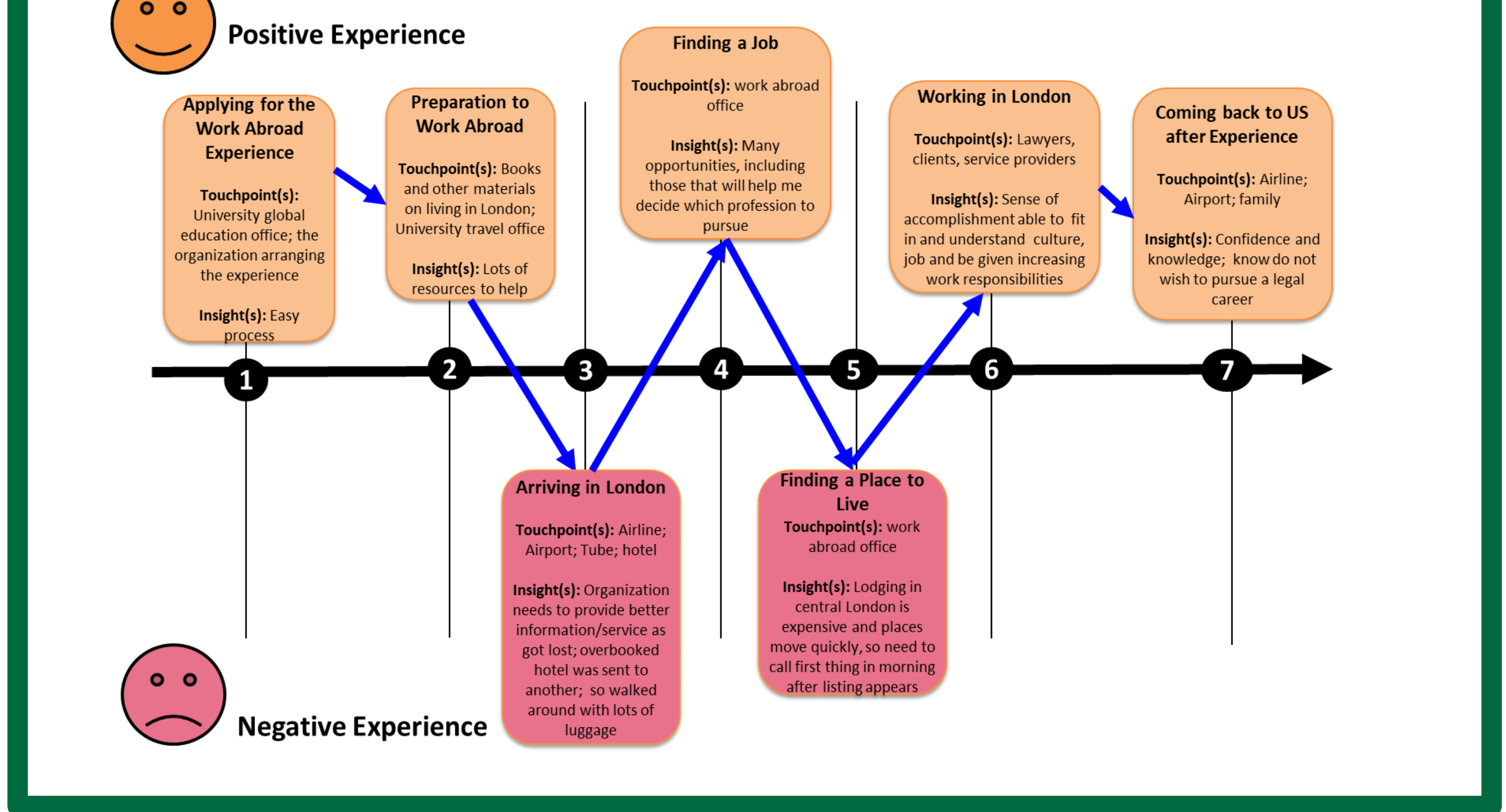
Q: How was this process?  
 A: I gained confidence in the office and although I enjoyed the experience, I decided that I did not want to pursue a legal career. I also learned a lot about British culture as I interacted with both British and American employees and clients.

Q: What was the next step?  
 A: I made my travel arrangements back to the U.S. and after traveling, I came home. Everything went smoothly, and my family was waiting to greet me.

Q: Anything else?  
 A: It was a great experience overall!

Q: Thank you.

## Work Abroad Experience in London



## Acknowledgements

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- Marketers and others that introduced and have embraced journey maps as a way to understand individual and group experiences.

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