Map Making

Map how customers interact with your product. The resulting diagram focuses your sprint and informs prototype choices.

1 hour 30 min

Google Design

Beginner

H HOW TO RUN

1 List Actors — 15 min

Identify people/systems involved. Write each actor on the left. Focus on the main actor (customer). Note supporting actors.

2 Define the End Goal — 10 min

What's the customer trying to accomplish? Write the end goal on the right. Be specific and measurable. Ensure it aligns with the long-term goal.

3 Map the Steps — 45 min

Map each customer step from left to right. Use simple words and boxes. Keep it high level (5-15 steps). Connect steps with arrows. Include decision points and paths.

4 Simplify — 15 min

Review the map. Combine/eliminate redundant steps. Ensure clarity. Verify understanding.

5 Add Notes — 5 min

Add sticky notes with questions/concerns. Mark areas of uncertainty.

KEY TIP

Keep the map simple; resist adding too much detail. It should fit on one whiteboard and be easily understood.

O OBJECTIVES

- Visualize the customer journey
- Identify key actors
- Map customer steps to their goal
- Create a shared understanding of the problem

M MATERIALS

ESSENTIAL

- ☐ Large whiteboard or multiple whiteboards
- ☐ Dry erase markers in different colors
- ☐ Sticky notes
- ☐ Timer

OPTIONAL

- ☐ Existing journey maps or user flows
- ☐ Customer research data
- ☐ Photos of customer interactions

P PARTICIPANTS

5 to 8 people

F FACILITATOR NOTES

REMEMBER

- Teams often map multiple customer types/scenarios. Pick ONE primary customer and ONE main scenario.
- Note other scenarios, but don't map them all. If you did "Ask the Experts" before this, use their insights.
- The map is complete when someone unfamiliar can understand the journey.