

Mapping the Human Experience



Exploring Healthcare Systems Through Journey Mapping

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Beyond the Journey Map

SunnyOp, funded by NSERC, is a partnership between George Brown College's School of Design and Sunnybrook Health Sciences Centre.

Part of a four-year project, SunnyOP seeks to address the shortcomings of healthcare systems by leveraging design methodologies, particularly user-centered design, to enhance patient safety and streamline the pre-surgical care process. Healthcare, burdened by outdated systems and the continual integration of new technologies, has seen a rise in medical errors, which can be mitigated through thoughtful system redesign.

Design is most effective when approached from a user-centered perspective. As designers, we try to consider the user's point of view at every stage of the design process. This method allows us to better understand, analyze, and improve products and services—particularly within complex systems like healthcare delivery. To gain these insights, it is crucial to involve end users directly in the design process.

One essential tool is the journey map, which visualizes a person's experience in specific scenarios. As part of two participatory workshops, journey maps were both created by and reviewed with many end-users. Through these methods, the project reveals opportunities for intervention that align with the core principles of user-centered design: improving the lives of users by putting their experiences at the forefront of healthcare innovations.

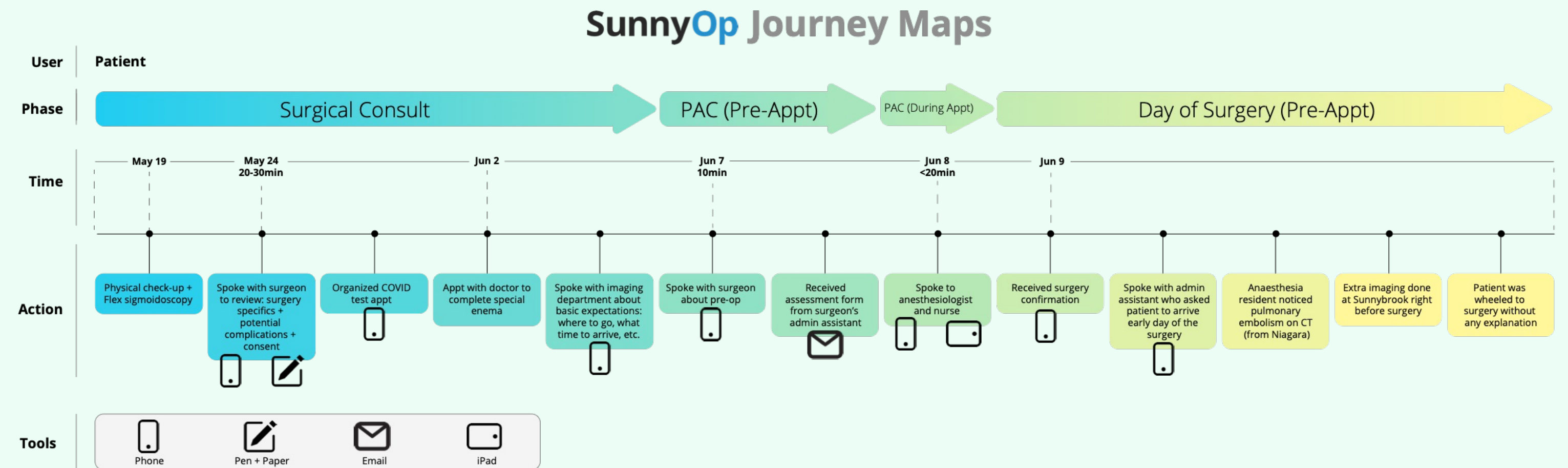
JOURNEY MAP

A journey map is a visual representation of the chronological steps a person takes to achieve a specific goal.

It captures the entire experience from the person’s perspective, including their actions, feelings, and thoughts, organized into distinct phases.

Think of it as a storyline, with each point of interaction representing a scene in the person’s overall experience.

They are context specific and need to be customized to work in different scenarios.



A patient journey map designed to be easy to read and used for workshop two of the SunnyOP project. This map chronologically guides participants through the activities of a specific role, using key identifiers such as phase, time, actions, and tools to foster brainstorming.

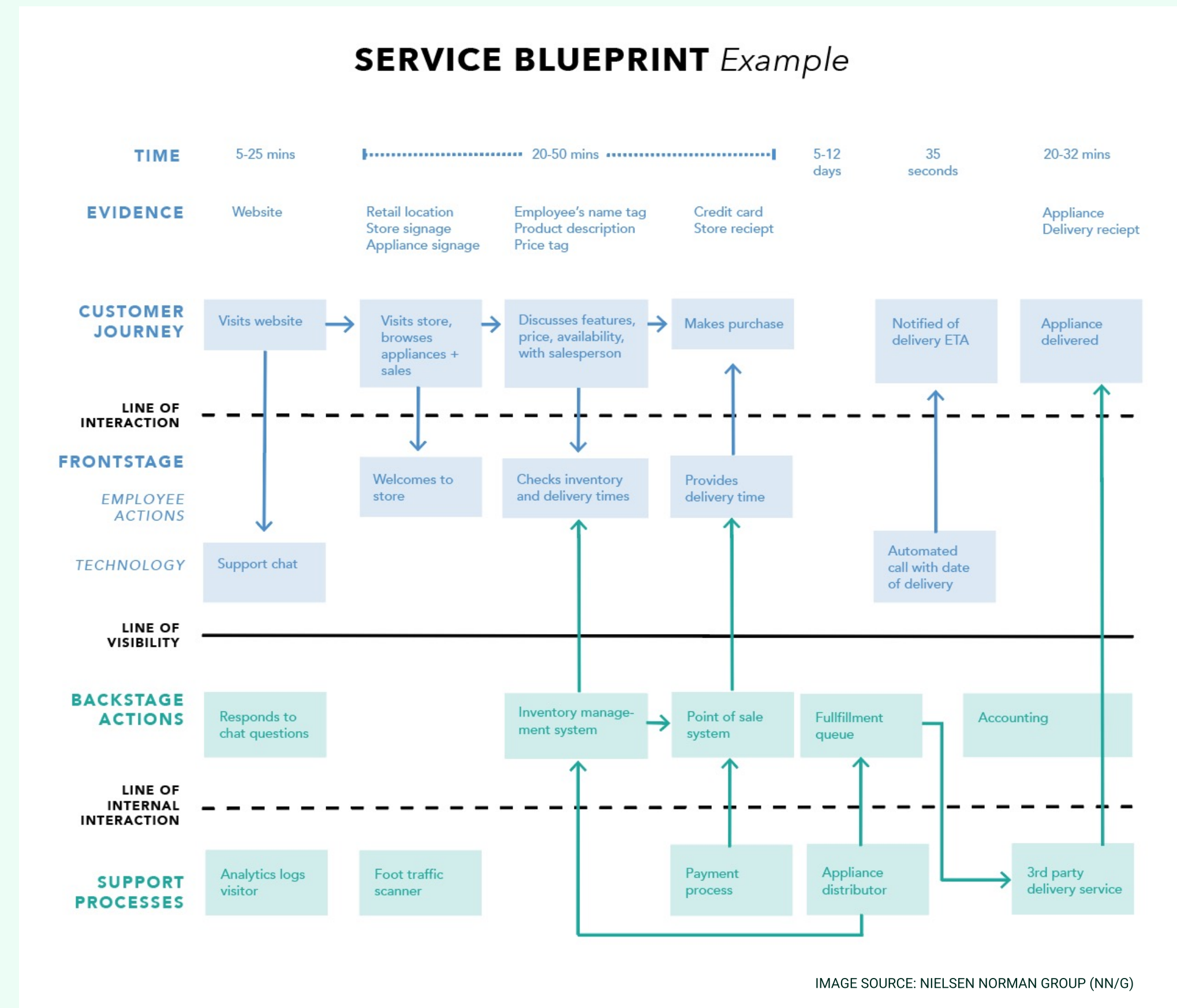
JOURNEY MAP VS SERVICE BLUEPRINT

Journey maps are often mistaken for service blueprints.

A service blueprint is a detailed diagram that maps out the processes, interactions, and components involved in delivering a service.

It typically covers touchpoints, whether physical or digital, as well as employee roles and technology, offering a comprehensive view of how a service functions.

While journey maps concentrate on the user’s experience, service blueprints provide a complete view of both the frontstage and backstage operations that support that experience.



Service blueprint illustrating the entire customer journey, employee actions, technology, and backstage processes involved in purchasing and delivering an appliance. It visually represents the flow from initial website visit to product delivery, detailing both frontstage (customer-facing) and backstage (internal) activities across distinct phases.

Benefits of Journey Mapping

Align.

Ensure a common understanding of the user's experience, aligning stakeholders and guiding decision-making and improvements.

Identify.

Uncover opportunities for innovation or enhancement within the user's journey, leading to potential improvements or new features.

Understand.

Gain a deeper comprehension of the user's needs, motivations, and emotions throughout their interaction with a product or service.

KEY COMPONENTS

Persona**DEFINITION**

A detailed representation of a typical user, including demographics, behaviors, needs, and goals. It humanizes the journey by providing real-world context. Each journey map should focus on one persona to build a clear narrative.

Scenario

The specific context or situation in which a user interacts with a product or service. It outlines the conditions and environment of the journey, providing a focused narrative for the map.

Phase

The distinct stages users go through during their journey. Phases organize the journey map chronologically by structuring actions, thoughts, and emotions.

Action

The key activities or behaviors users perform at each phase of the journey. Actions drive the journey forward and include interactions with systems, products, or services.

Feelings

The emotional state of the user at different points in the journey, showing how positive or negative experiences affect their satisfaction. This layer highlights emotional “ups” and “downs.”

Thoughts

The internal reflections, concerns, and motivations users have. These reveal users’ questions at different stages of the journey.

Opportunities

Areas where designers can improve the experience or address unmet needs. They provide insights for optimizing the user experience and leverage knowledge gained from the journey map.

PROCESS

Step 1: Define Your Persona

Step 2: Set the Scenario

Step 3: Map Out Phases

Step 4: Identify Actions

Step 5: Capture Thoughts and Feelings

Step 6: Look for Opportunities

EXAMPLE

1 Persona:	2 Scenario:				
3 Phase					
4 Actions					
Feelings					
5 Thoughts					
<hr/>					
6 Opportunities					

Understanding the User

PROCESS

Step 1: Define Your Persona

Begin by identifying who the journey map represents, focusing on demographics, background, and behaviors.

Step 2: Set the Scenario

Define the specific situation or experience the person is going through. Typically stated as a goal users are trying to complete.

EXAMPLE

1

Persona: Maria Ortega

Age: 32

Occupation: Marketing Manager

Tech Proficiency: Moderate, comfortable with online shopping and mobile apps.

2

Scenario: Booking a Flight on a Travel Website

Maria is traveling to Spain in a month and needs to book a round-trip flight. Her goal is to quickly book a flight without worrying about overpaying or encountering any unexpected issues during the checkout process.

Additional Scenario Examples:

- Booking a Hotel Room
- Grocery Shopping Online
- Returning a Product
- Attending a Medical Appointment
- Opening a Bank Account

Mapping the Journey

PROCESS

Step 3: Map Out Phases

Identify the key stages in the user's journey, organizing them in chronological order.

Step 4: Identify Actions

Within each phase, determine what the person is doing. What specific actions or tasks are they performing?

Step 5: Capture Thoughts and Feelings

Document what the person is thinking and feeling.

EXAMPLE

3	Phase	Search for Flights	Compare Flight Options	Choose Flight & Start Checkout	Enter Payment Information	Receive Confirmation & Booking Details
4	Actions	Maria opens the travel website on her smartphone and inputs her travel dates and destination (Spain). She clicks "Search" to see available flights.	Maria scrolls through the list of available flights and compares prices, layovers, and departure/arrival times.	Maria selects a flight that fits her schedule and budget. She clicks "Book Now" and begins the checkout process, entering her personal details.	Maria enters her payment details, including credit card information, and reviews the final price breakdown.	Maria completes the payment and receives a confirmation page with her itinerary and booking number. She gets an email confirmation with a summary of her trip.
5	Feelings	Optimistic but slightly anxious.	Overwhelmed and indecisive due to the number of choices.	Somewhat relieved, but cautious.	Nervous about potential hidden fees.	Relieved and satisfied. Positive she has all the details.
5	Thoughts	I hope I can find something within my budget.	I need to find balance between price, time, and convenience.	I don't want any last-minute fees for luggage.	Is there a way to double-check if my baggage is included?	Glad the process is over. Will double check email.

Identifying Opportunities

PROCESS

Step 6: Look for Opportunities

Analyze areas within the journey where improvements could be made, addressing pain points or enhancing the experience.

EXAMPLE

6

Opportunities

- Simplify the search input fields to easily filter by date and budget.
- Show real-time deals or recommendations for price-sensitive users like Maria.
- Use clear visual aids to help Maria compare the top 3 flight options based on her preferences (price, layover, timing).
- Introduce a comparison tool that allows side-by-side viewing of flight options.
- Clearly display what's included in the booking (baggage, seat selection, taxes) before the user proceeds to checkout.
- Provide transparent pricing throughout the process to increase user trust.
- Offer a real-time price confirmation step, giving Maria peace of mind that no hidden fees will appear.
- Provide a clear, itemized breakdown of costs (e.g., base fare, taxes, baggage, seat selection).
- Allow Maria to easily add her flight details to her calendar or download her itinerary as a PDF.
- Offer additional options or services, such as travel insurance or hotel deals, without being pushy.

PROCESS

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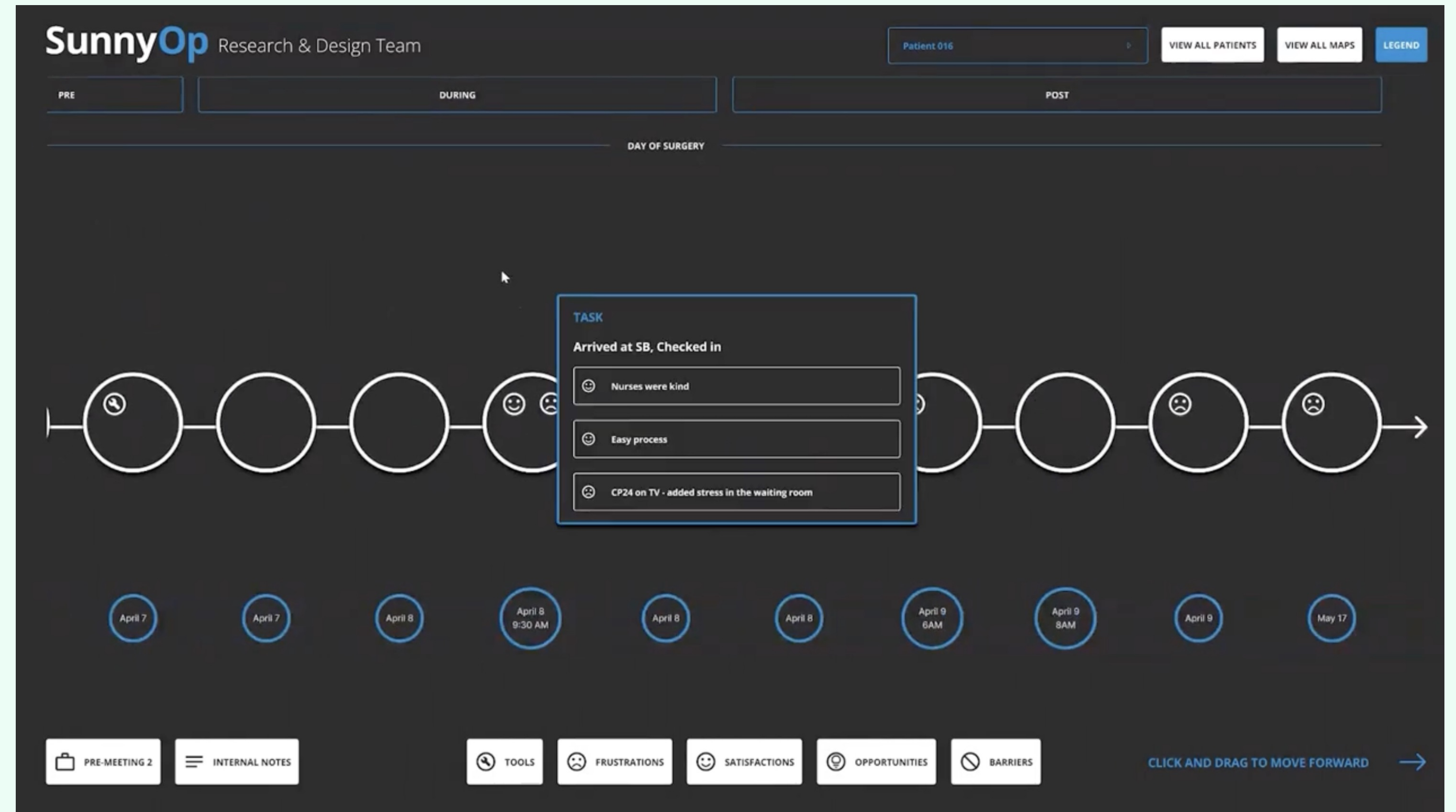
Journey mapping acts as a starting point. Once completed, the data can be used to develop a range of analytical tools.

INTERACTIVE JOURNEY MAP

Traditional journey maps offer static visualizations, while interactive journey maps are dynamic tools crafted for an in-depth exploration of the user's journey.

We combined individual maps created by participants into a unified database featuring a timeline with nodes that signify specific tasks or events. Clicking on these nodes reveals detailed insights into the user's experience at that moment.

This functionality transforms the journey map into a rich, interactive resource for examining and comparing qualitative data, ultimately enhancing our understanding of user experiences and informing more effective design solutions.



Interactive journey map featuring tasks in the middle, represented by white circular nodes. Icons in the nodes indicate different details and clicking a task opens a window with the associated information. Different maps could be compared side by side.

MATRICES

Matrices are organized tables that arrange data into rows and columns. They serve as "look-up" tables, where the intersections of rows and columns provide specific information or insights based on the data.

To communicate our findings, we analyzed workshop data and created frustration and solution matrices. These matrices help us categorize and visualize the collected information, simplifying the process of identifying patterns and relationships.

This structured approach enables a clear and comprehensive understanding of the data, supporting stakeholders in uncovering key insights and making informed decisions.

FRUSTRATION MATRIX (highlighting key areas where frustrations are recorded)

		UNSPECIFIED / VIRTUAL	HOSPITAL (NOT PAC)	WAITING ROOM	APPOINTMENT ROOM	TOTAL
PRE-APPOINTMENT	Scheduling Appointments	10			1	11
	Testing / Surgery Prep	1	10	1	3	18
	Information Exchange	5	1			6
	Check-In			4		4
DURING APPOINTMENT	Information Exchange	10	2		6	18
	Writing / Reviewing Documentation				4	4
POST SURGERY	Side Effects / Healing Process		2			2
	Asking For Assistance		1			1
UNSPECIFIED TIME	Communication Between Systems		1			1
	Using myChart	4				4
TOTAL		30	17	5	14	66

Data Hotspot
Numbers refer to amount of participant frustrations at a specific time, phase, and location

For more in-depth information, view the Participant Matrix spreadsheet below:
https://docs.google.com/spreadsheets/d/1Df1sWgrGelh01WJvsqAYtme7sGstRvmzEFLjB_E-opY/edit?usp=sharing

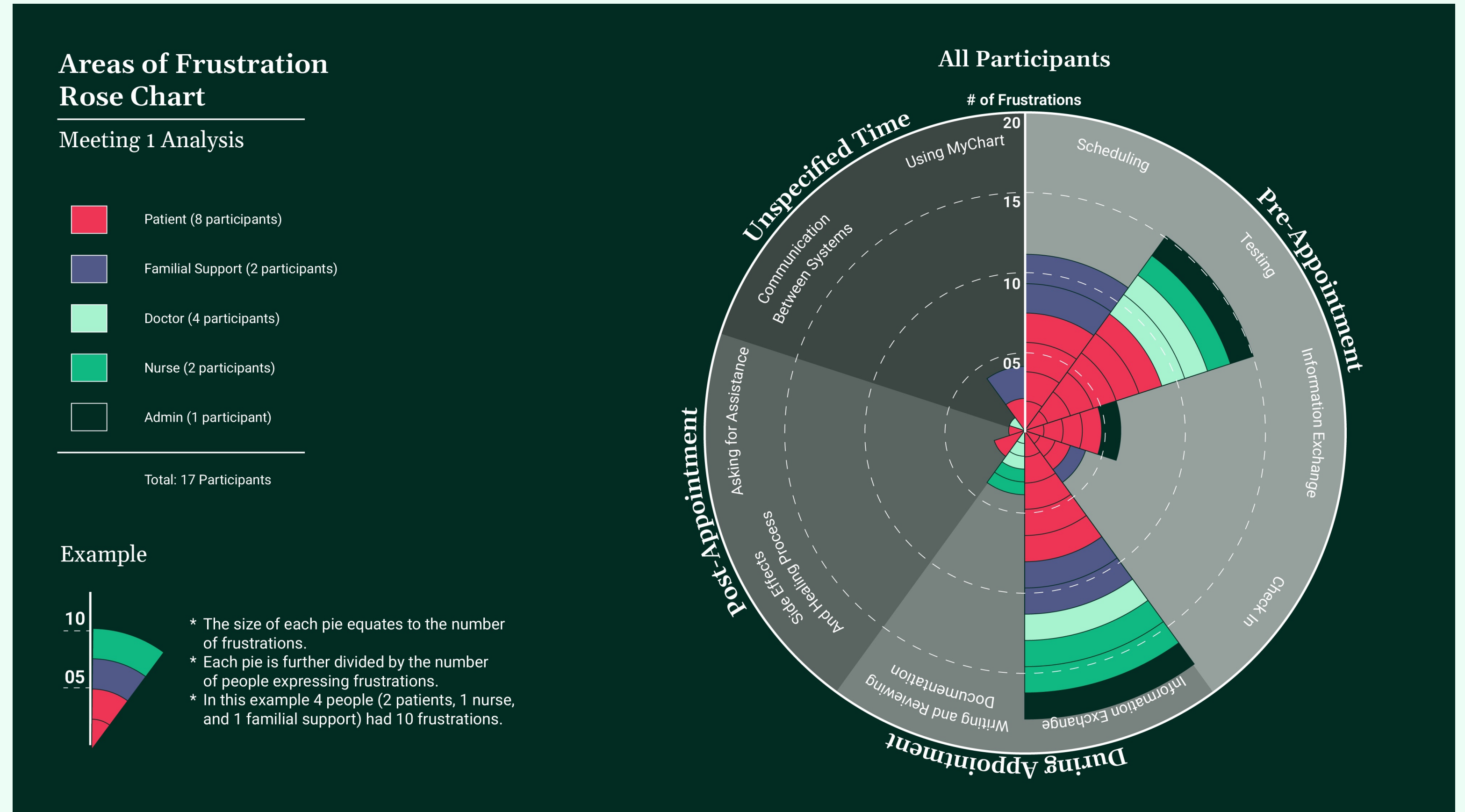
The frustration matrix highlights the frequency and context of frustrations, allowing stakeholders to pinpoint specific issues within the pre-surgical process by cross-referencing the corresponding rows and columns.

ROSE CHARTS

Rose charts, also known as radial graphs, are a form of data visualization that represent quantitative data in a circular format. Each segment of the chart corresponds to a specific category or variable.

To enhance our analysis, we used rose charts to visualize the quantified data from our matrices. While the matrices provided high-level overviews, the rose charts offered a more granular view.

Rose charts enable a thorough analysis of data distribution, offering clear insights into patterns and sentiments. This detailed perspective helps us compare and interpret data more effectively.



Rose chart overlaying frustrations. Each slice is categorized by its affinity and phase. The size and density clearly identify the number of frustrations, which roles and how many participants experienced issues in that area.

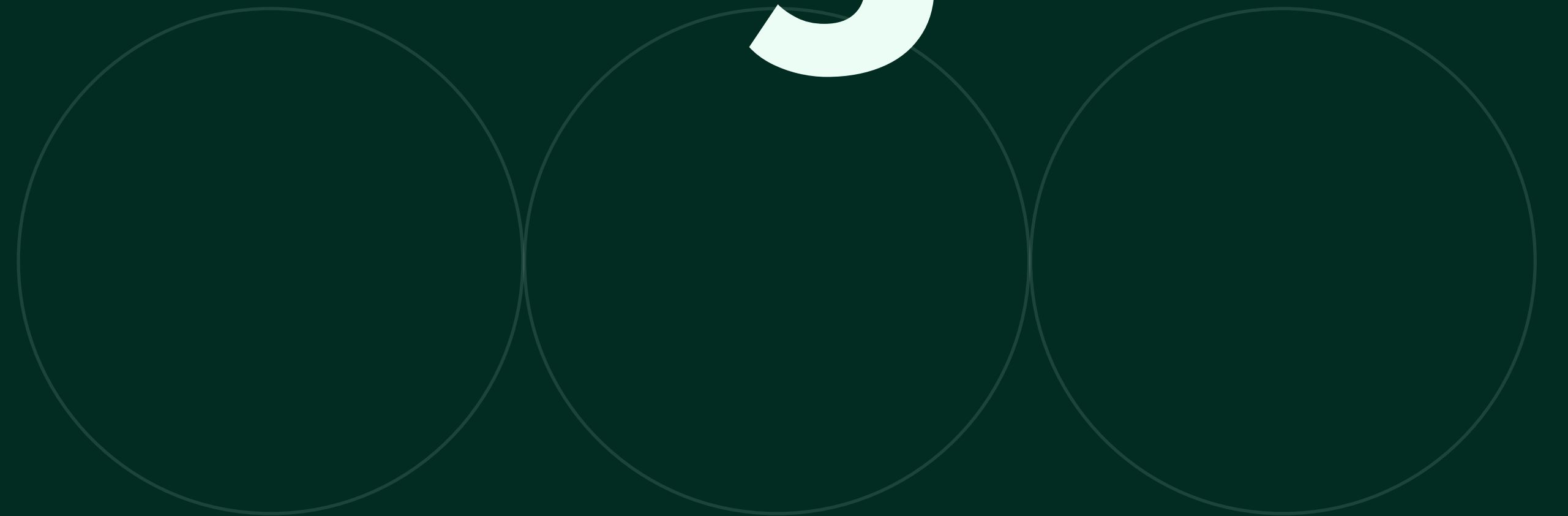
By using journey maps, we can build empathy, gain a deeper understanding of the context, and design experiences that **people** truly desire.

These maps provided a detailed account of the pre-surgical experiences of real-world users and outlined the effects of healthcare systems on the individual scale. These maps revealed key moments of satisfaction, frustration, and potential areas for improvement. This detailed account of user experiences allowed the design team to identify where systems were functioning well and where intervention was needed to address user challenges.

The wealth of qualitative data derived from these maps informed the creation of tools such as interactive journey maps, rose charts and matrices, which helped visualize key findings for stakeholders. These tools allowed for a multifaceted analysis of user experiences, offering insights into patterns and common pain points. The journey mapping process not only guided decision-making but also highlighted how design thinking can tackle system-level challenges.

Journey mapping served as the foundation for the design team to build and envision scenarios with various outcomes. It not only helped identify critical areas for intervention but also fostered empathy and collaboration among participants. By prioritizing the human element, SunnyOP aims to create safer, more efficient systems that adapt to the evolving demands of healthcare delivery, while keeping patient well-being at the heart of the process.

**Thank you for
participating.**



Map today, design tomorrow.