

A journey map is a versatile tool that visually displays a stakeholder's experience performing a task or job—for example collecting water for household use, washing, or purchasing a latrine—in a series of steps or 'touchpoints.' Importantly, a journey map also displays all of the barriers or 'pain points' that a stakeholder experiences at each step in addition to the assets and opportunities to consider when coming up with solutions.

### OBJECTIVE

Journey mapping is a visual way to understand the steps and barriers that stakeholders experience when they perform a task or job.

### WASH-HCD CONNECTION

Mapping the barriers your stakeholders experience while performing a job or task is critical for understanding how your WASH program, service, or product can support stakeholders in ways that mean the most to them.

### TIMING

Quickly: 30 minutes  
In-depth: 2 hours

### MATERIALS

- STICKY NOTES OR NOTE CARDS
- PENS OR PENCILS OR MARKERS
- LARGE SHEET OF PAPER OR EMPTY WALL SPACE

## STEPS

### 1. Plan.

- Determine which stakeholder task, action, behavior, or outcome you are going to focus on for your journey map. This may be pre-determined by a project or program goal, such as “wash hands,” or “buy an improved latrine at market price.”
- Prepare materials for the journey mapping based on your selected modality.
  - i. *For example, have a large sheet of paper, pen/marker, and sticky notes, flash cards, or small pieces of paper ready before you interview a stakeholder.*

### 2. Generate.

During a stakeholder interview, ask the person you are interviewing to think about the task or outcome that you are interested in mapping. Then ask them to think about the very first action or step they take when they perform the task, and then ask them about the very next step, etc. For example, if the task is to “wash your hands,” then a stakeholder might respond with the following:

- First, find the bar of soap their family keeps
- then check if the water bucket next to the family's latrine is full
- If the bucket is empty, carry the soap and bucket to the nearby river to fill it up
- Wash your hands while at the river
- Bring the full bucket back home

### 2. Generate (continued)

- As you ask questions, write or draw each step they mention on a single sticky note or small piece of paper, and then lay them out on a larger sheet of paper for the person to see.
- **\*\*\*IMPORTANT:** *Make sure you ask the person who you are interviewing if they prefer to see the journey steps as drawings or in writing. If you create drawings, make sure the interviewee understands what they represent.*
- Continue writing/drawing the steps until the participant feels like they have captured their full experience performing the task.
- Give the participant an opportunity to review the order of the steps.
- Invite them to re-arrange the steps however they would like and write/draw more steps as needed.
- Encourage the participant to identify the easiest or fastest steps and **why**. Be sure to write down or mark those steps, and the reasons they give.
- Ask the participant to explain which steps are:
  - i. the most difficult,
  - ii. take the most time,
  - iii. the most complicated,
  - iv. or are the biggest challenge for them to overcome.
- Remember to ask why.
- *For example, you might expect the stakeholder in the handwashing example from above to say “if the water bucket is empty, then re-filling the bucket is the slowest, hardest task. My children don’t even bother washing their hands when that happens because they are not strong enough to refill the bucket by themselves.”*

### 3. Analyze and Synthesize.

- With all of the barriers mapped, you now have a complete journey map for **this stakeholder**. Be sure to take a photo of the journey map, and write down the profile of the person you interviewed. (Age, location, occupation, etc). Later, you will compare the journey maps of multiple stakeholders and uncover common patterns, trends, and opportunities for solutions!
- **Using the same task/outcome** for the journey map, repeat Steps 2-8 with a diverse set of participants until you begin to see common patterns, trends, and opportunities for solutions!

### 4. Utilize.

- Use compiled maps in pitch decks and summary reports to ground your stakeholders and clients in the lived experience of your intended audience.

