

How to determine what to build next?

Using Journey Mapping to find areas of opportunity for software development.

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ABSTRACT

Where should you start to innovate with software?

Journey Maps present an excellent framework to facilitate end user exploration and ultimate pain point refinement as a basis for technology innovation. This talk will address how to: (1) visually map a story of your end user, (2) identify stages of that journey, and (3) identify friction points within that journey using real customer examples.

AUDIENCE

Those involved in the creation of new software products: Product Managers, Product Designers, Development Managers

INTRODUCTION

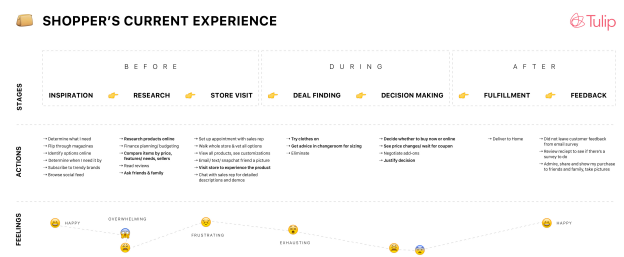
A journey map is a visual way to tell a *story* and presents an excellent framework that product managers can use to understand their end user and get to pain points that illustrate real problems for software to solve.

Classical software development approaches have advocated for requirements gathering in the form of end user interviews using pointed questions aimed at highlighting inefficiencies regarding current processes. The implicit assumption is that the product manager/designer/developer understands the problem they are trying to solve and the questions asked during

the user interviews are aimed at proving or disproving that hypothesis.

Journey Mapping turns this approach on its head. It starts by bringing in many end users together at once. Rather than structuring an interview around a hypothesis, the group is given a moderator and a simple scenario within a possible problem space.

As an example, I recently ran a Journey Mapping session with Shoppers & Store Associates. I asked each group to recall a recent major purchase they had to make/assist a customer with. As a direct result of this workshop we were able to develop [Journey Maps](#) such as this one below which established our innovation strategy moving forward.



Caption: a Journey Map of a Shopper
 LINK:
<https://media.licdn.com/mpr/mpr/AAMAAQDGAAGAAQAAAAAAAAArdAAAAJGYyYmZmNDJlLTlyYjgtNDkxNCaiNjlmLTcyOTA1NDEoMDdkNg.jpg>

To begin, let's look at how to run a journey mapping session including the steps of how to illicit the stories, identify the stages, and uncover the friction points. Second, we will uncover how to properly synthesize the

data gathered including how to summarize and properly formulate problem statements for innovation solutions. Finally, we will conclude with a brief discussion of common challenges encountered during the journey mapping process including end-user participant mix, facilitator-bias, and insight aggregation.

OUTCOMES/CONCLUSION



Caption: raw data from a journey mapping session

Audience members will leave this presentation with:

1. Awareness of what journey mapping is, when it should be applied, and why it is important
2. Strategies on how to find insights from journey mapping
3. Understanding challenges and techniques to employ while journey mapping

PARTICIPATION STATEMENT

Tulip is committed to supporting diversity. If selected as a presenter, I will fully participate.

REFERENCES/BIBLIOGRAPHY

[IDEO: Use Customer Journey Maps to Uncover Innovation Opportunities](#)

[HBR: Using Customer Journey Maps to Improve Customer Experience](#)

BIO

Sarah McMullin is the Director of Product Management at Tulip, focused on building next generation mobile applications to empower frontline associates. With over a decade of experience in emerging technologies, her work

has taken her around the world— from innovating with global luxury retailers, to crowdsourcing DNA barcodes to document all living life, to fighting food fraud, to creating new Things and making them speak. Her constant focus has been on launching new products that solve real world problems.

Prior to working at Tulip, Sarah held a series of positions within product management and marketing at various firms including SAP, Sybase, and NCR. Sarah graduated from the University of Waterloo with an Honours Bachelor of Mathematics degree. She also holds a Master of Business Administration from Wilfrid Laurier University.

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