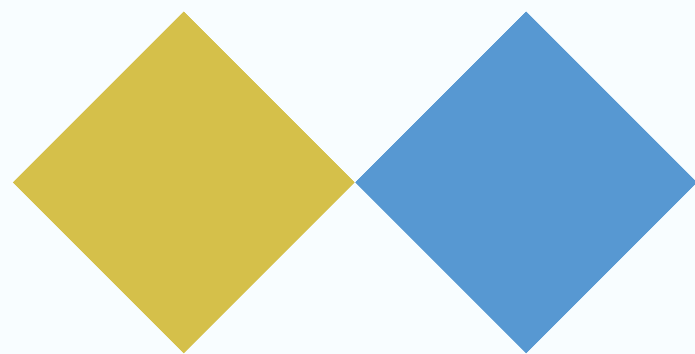


How to: Journey Map



Isla's Story

Scotland's Independent Care Review used what it heard from real children and young people to create **composite stories** about the care system. These are stories about fictional people, made up from experiences which actually happened.

Isla's story is one of these, and has been used in the example below.

Scenario: Isla is taken into care		Whose experience? Isla aged 4		Timeframe: 4.5 hours		
Steps	Social worker alerted to concerns	Social worker visit	Advice gathered	Decision making	Collection	Emergency placement
Actions: Isla and Isla's Family		Isla's mum talks to SW, but is disoriented	Isla and SW talk, while senior SW seeks advice	Isla's mum doesn't respond to being told about CPO	Isla is collected by car	Isla arrives in emergency foster home
Actions: Social Worker	Receives call from nursery	Concerned for Isla so calls senior SW	Senior SW consults legal team	Explains CPO and what's happening	Goes with Isla in the car	Stays with Isla while she settles in
Emotions	SW tired from a long day	Isla not sure what is happening	Isla feels scared: something is different	Isla upset and confused	Isla is scared about where she is going	Isla is very quiet and stressed
Processes	Duty SW system	Duty SW system	Legal team review CPO	Emergency care system	Emergency care system	Emergency care system

Top Tip

This template gives you a basic structure, but in reality you will find it easier to use flipchart paper or an online whiteboard to do this activity. Be ready for something that will look messy and busy to start with.

The process is best done in groups, where you can really draw out and explore gaps and problems together.

Using Journey Maps

What it's for

A **Journey Map** shows a visual story of an experience. It provides a step-by-step breakdown of what happens in it, alongside other elements you want to understand.

The elements – or **layers** – that you map will depend on what you need to know. Some common layers are **actions**, **emotions**, **touchpoints** – what people interact with – and **pain points**.

How it's used

Decide the scope, scale and timeframe of your map. Is it detailed (zoomed in) or big picture (zoomed out)? Whose experience are you mapping, and what do you need to know about it?

Create your blueprint structure by adding the timeframe and/or steps in a journey along the top row. Then add the layers you want to map - such as actions and touchpoints - down the side.

You can also map what is going on 'behind the scenes' such as processes, IT systems and policies. This can help you see how everything fits together— or how it doesn't!

When to use it

An **As Is** map visualises what is happening in an experience **now**, as part of your discovery phase.

A **To Be** map visualises how your new experience will work - this is good to do during your prototyping phase.

Give your maps a *shelf life*, as they will become out of date.