

PHASE 1 AUDIENCE ANALYSIS

Behavioral Journey Map

Effort ●●●●●

Objective

To create a journey map for tracking audience decisions and actions, identifying the contexts in which they take place, and finding barriers and facilitators that affect those decisions.



Time needed

5–6 hours



Participants

Core design team; research, monitoring, evaluation, and learning unit

How to use this tool

A journey map represents common experiences of your audience. It does not represent everyone, but it is a good starting point to help you understand and empathize with their experiences. Use either version of the Behavioral Journey Map template to help identify high-impact opportunities, challenges, and emotions associated with each moment.

1. **Define the outcome or behavior.** Once you define the outcome, you can think about the different stages of the journey and the actions and decisions along the way.
2. **Identify the audience.** You may create a journey map for more than one audience. For example, if you are looking at the relationship between an individual and a health provider, you may want to understand both perspectives, or your research may reveal different audience segments.
3. **Determine what to map.** Include events and experiences of the audience, their related responses and actions, and other individuals they interact with, as well as their feelings during these moments and the context in which the behavior takes place.
4. **Develop map.** Map all actions and decisions from the starting point of the journey, adapting them as needed and expanding the map to include more steps.
5. **Identify points of opportunity.** Note opportunities, challenges, and barriers. You may also consider how gender and power affect your audience's journey.

PHASE 1: AUDIENCE ANALYSIS

Behavioral Journey Map

AUDIENCE	<i>Who is your audience?</i>					
	Stage	Stage	Stage			
Considerations	<i>Consider participants' previous or existing interventions when performing the task and how they will be affected by your intervention.</i>					
Decisions/Actions	<div data-bbox="378 707 965 930"> <p><i>Each action or decision the users may or may not do.</i></p> <ul style="list-style-type: none"> <i>The user decides to...</i> <i>The user decides to...</i> </div>					
Context	<i>External context(s) that directly or indirectly affect participants' actions or decision making. Each detail can be helpful in detecting barriers.</i>					
Barriers	<i>What barriers affect participants' behavior?</i>					

PHASE 1: AUDIENCE ANALYSIS

Behavioral Journey Map

AUDIENCE		Who is your audience?					
		Stage	Stage		Stage		
Considerations	Consider participants' previous or existing interventions when performing the task and how they will be affected by your intervention.						
Steps	Each action or decision participants may or may not do. <div> The user decides to ... The user decides to ... </div>						
Space	Where is this taking place?						
Interactions	Who are they engaging with?						
Emotions	What are they thinking or feeling?						
Context	External contexts that directly or indirectly affect the participants' actions or decision making. Each detail can be helpful in detecting barriers.						
Pain Points	What barriers affect participants' behavior?						
Opportunities	What opportunities affect participants' behavior?						

Citations

G. M. (2022, April). *Behavioural journey map as a product design process*. Medium.
<https://bootcamp.uxdesign.cc/behavioural-analysis-as-a-product-design-process-4870c8076a61>

Johns Hopkins Center for Communication Programs. (n.d.). Mural Template [Unpublished template].