What is a User Journey analysis?

- User journeys help us **understand people's experiences** of receiving assistance from their perspective. By mapping their thoughts and feelings at each step, we can **identify pain points and improve programmes**.
- Ideally, user journeys are **informed by direct conversations with those receiving assistance**.
- When this isn't possible, workshop exercises - like the one below - can be a useful starting point for thinking through programmes from people's perspective and improve their experience. Find further resources by Ground Truth solutions or the Playbook by D91 (p.7).

Run your own User Journey workshop! [2.5-hour exercise]

Explain: **Things to keep in mind during the exercise:**

- **Step away from your own internal processes** and instead step into the shoes of the person receiving assistance to view the experience from their perspective.

- Understand how people interact with **different touchpoints at different times** (humanitarian staff, partners, community, private sector agents etc.).

- Recognize **people's diverse needs, expectations, feelings, fears, and motivations at each step**.

- ***Preparation:*** Bring together a range of colleagues and partners for this exercise. Ensure each group includes a diverse mix of stakeholders (e.g. cash transfer officer, protection officer, finance officer, mobile money agent, representative from the government/Central Bank depending on who you invite).
- Material: You will need flipchart paper, markers, and post its.
- Provide each group with **different scenarios** according to the user journey you want to work on, e.g. a cash transfer programme delivered through mobile money, or a social assistance programme delivered by a humanitarian agency on behalf of the government through bank accounts, or an emergency response through cash in envelopes distributed by a cooperating partner.
- Each group will receive the **profile of 3 unique personas** (fictional characters), e.g. an illiterate single mother of two kids who has just crossed the border, an elderly educated woman who has no ID, a deaf father of four kids who sells fruits.

1. Group work: Draw the journey of your persona (30 min)

- Identify from the persona's perspective the **key touchpoints** in their journey of receiving and using assistance (e.g., finding out about a cash transfer programme, registering, getting information, receiving the assistance, using it, giving feedback).
- Use flipchart paper to **draw a basic User Journey template** structured along the key touchpoints identified. Try not to use bullet points or flow charts, rather draw the house, the road, the bank, the ATM etc. - step into the persona's reality!

2. Group work: Step in the shoes of your persona (45 min)

For each step of the journey, put post it with statements related to:

- What actions does the persona takes? The information received / or needed, and the interactions with staff or systems [use yellow post it]
- How does the persona feel and what do they think? What do they find positive and dignifying [green post it], what is a challenge creating negative or confusing feeling for each step [pink post it], what are the risks she is facing [orange post it]

Statements need to be from the persona's perspective: *"I was told to come to the townhall with my ID but not given a time" "I was confused - my card expires in five years, but I was told I'd get assistance for only one year" "I feared the armed guard outside the bank"*

3. Group work: Improve their journey (30 min): **Brainstorm practical solutions** for each challenge or confusing moment your persona experiences along their journey. For each pink post-it (a problem), come up with a solution (on a blue post-it, incl. who is in charge)

4. Action plan (45 min): Have each group present in plenary the main challenges faced by their persona, along with the key solutions to address them. Categorize together the proposed solutions based on who would be responsible for implementing them - e.g. humanitarian agencies, mobile money operators, banks, government, central banks, or communities. This will make an **action plan** and you can vote to prioritize the most impactful or urgent actions as a concrete output of your workshop.