

Character journeys

A great tool to use if you would like to:

Think about all the stages in a process

Expand a character profile

Create a focus for problem solving and identifying

You will need

- **Printed tool**
- **Pens and pencils**
- **Glue sticks or blue tack**
- **Scissors**
- **A3 sheets or larger**

How to use the tool

Journey mapping gathers in-depth information about specific points of a character's journey. It helps the co-design team understand things from a character's perspectives, and identify where service or support interventions are required.

Idea for using the tool

- Identify a character developed earlier in the design process and think about a journey they have been on - this could be the path of their diagnosis or service use, or it could be a more physical journey, such as going to the job centre.
- Draw a long line across a piece of paper (A3 in landscape orientation works well)
- Identify four or five key milestones in your character's journey. A 'milestone' is a significant stage or event in your character's journey. Write the milestones down and stick them along the journey.
- Add in the detail. Between each milestone there will be lots of smaller steps. Think about whether they are positive or negative experiences emotionally. Write these steps down on post-it notes and stick them onto the sheet. The most positive experiences should be at the top of the page, and the worst experiences will be nearer the bottom.
- Using the speech bubble notes, add in how your character felt at different points.

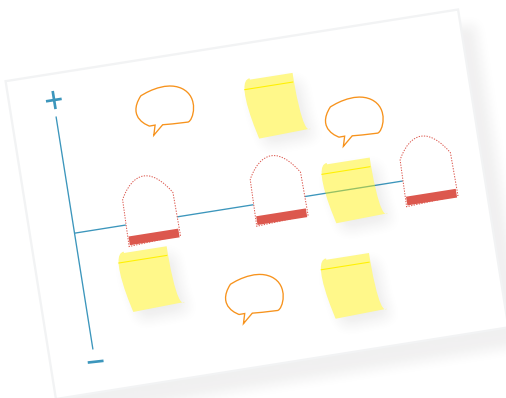
You will need to have developed character profiles before using this co-design tool.

You can make journeys longer by using a roll of lining paper or sticking pages together for each character's journey map.

DISCOVER

DEFINE

DEVELOP



Character journeys



Milestone

Milestone



Milestone

Milestone



Milestone

Milestone



Milestone

Milestone

