

Research — 03 Journeys

The Map

Invent the journeys they'd love.

PURPOSE

Imagine ideal journeys for each hero, moment by moment, and the value each moment gives them.

The Map

03 · RESEARCH · JOURNEYS

OWNER | HERO | JOURNEY | LAST UPDATED | SCORE / 50

1 The hero

Who this journey is for.

SCORE 1 2 3 4 5

2 From → to

Where they are, and where they want to be.

SCORE 1 2 3 4 5

3 Today, as we understand it

The path they take now, if there is one.

SCORE 1 2 3 4 5

4 The moments

First they go here, then there.

SCORE 1 2 3 4 5

5 What they feel

At each moment.

SCORE 1 2 3 4 5

6 The value they get

What each moment hands them.

SCORE 1 2 3 4 5

7 Where it ends

The moment they arrive.

SCORE 1 2 3 4 5

8 What must be true

The assumptions it rides on.

SCORE 1 2 3 4 5

9 How bold

From safe to bold.

Safe ◯ ◯ ◯ ◯ ◯ Bold

SCORE 1 2 3 4 5

10 Status

Draft, kept, tweaked or removed.

SCORE 1 2 3 4 5

Score each section from 1 to 5. Add them up for your score out of 50. How to use it: next page.

Ten sections, each scored 1 to 5

Score each section from **1** to **5**. Add the ten scores for your **score out of 50**.

SECTION	WHAT TO DO	1 STARTED	3 GOOD	5 EXCELLENT
1 **The hero**	Pick a hero from the Storyboard.	A type of person.	A hero from the Storyboard.	A hero from the Storyboard, with their pain and their words open beside you.
2 **From → to**	Copy the hero's from → to from the Storyboard. The journey must get them there.	Left out.	Copied from the Storyboard.	Copied from the Storyboard, and the journey clearly ends at their “to”.
3 **Today, as we understand it**	If they have a path today, sketch its moments and the biggest friction. It may not exist.	Left vague.	Today's main moments and the biggest friction.	Today's path moment by moment, from what they've said, with where it hurts most, or a note that no path exists yet.
4 **The moments**	Invent the journey as a row of moments: where they are, and what happens.	One moment, or a list of features.	Three or more moments in order.	A clear path of moments, each a real situation in their life, from where they start to where they end.
5 **What they feel**	Write what they feel at each moment.	Left out.	A feeling for most moments.	A specific feeling for every moment, rising to the end.
6 **The value they get**	Write what value they get at each moment: something they keep, learn or feel.	None, or vague.	Value named for most moments.	Real value at every moment, specific enough to test.
7 **Where it ends**	Describe the last moment, where they become who they wanted to be.	A vague ending.	A clear final moment.	A vivid final moment that matches their “to”.
8 **What must be true**	List what must be true for this journey to work, each with how confident you are.	One vague hope.	Two or three assumptions, with confidence.	Every key assumption, with a confidence, written so the Simulator can test it.
9 **How bold**	Mark how bold this journey is. Keep plenty of bold ones, as long as they fit the story.	Not marked.	Marked.	Marked, with a line on why it fits the hero's story.
10 **Status**	Keep the journey's status up to date as you weed out and refine.	Not marked.	Marked.	Marked and dated, with why it changed.