

Journey maps: Pitfalls and possibilities

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UXPA
2016

Journey maps can be useful

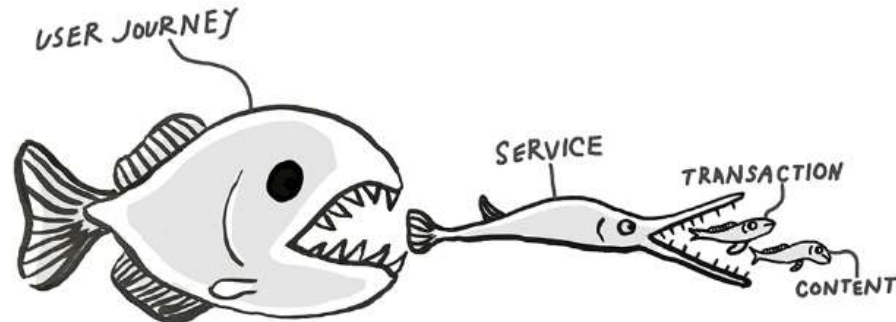
Blog

GDS design notes

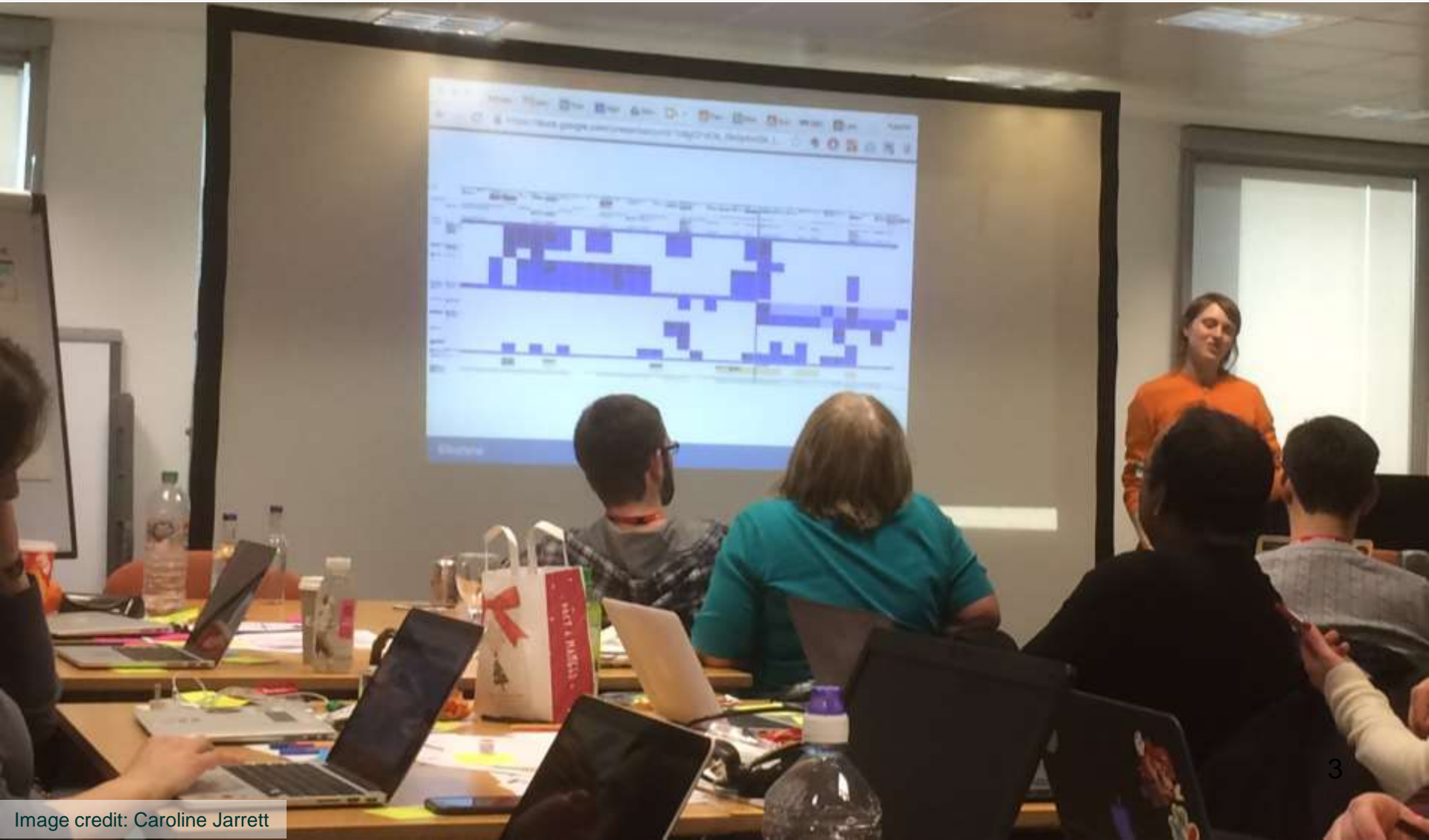
Organisations: [Government Digital Service](#)

Why we use user journey maps in government

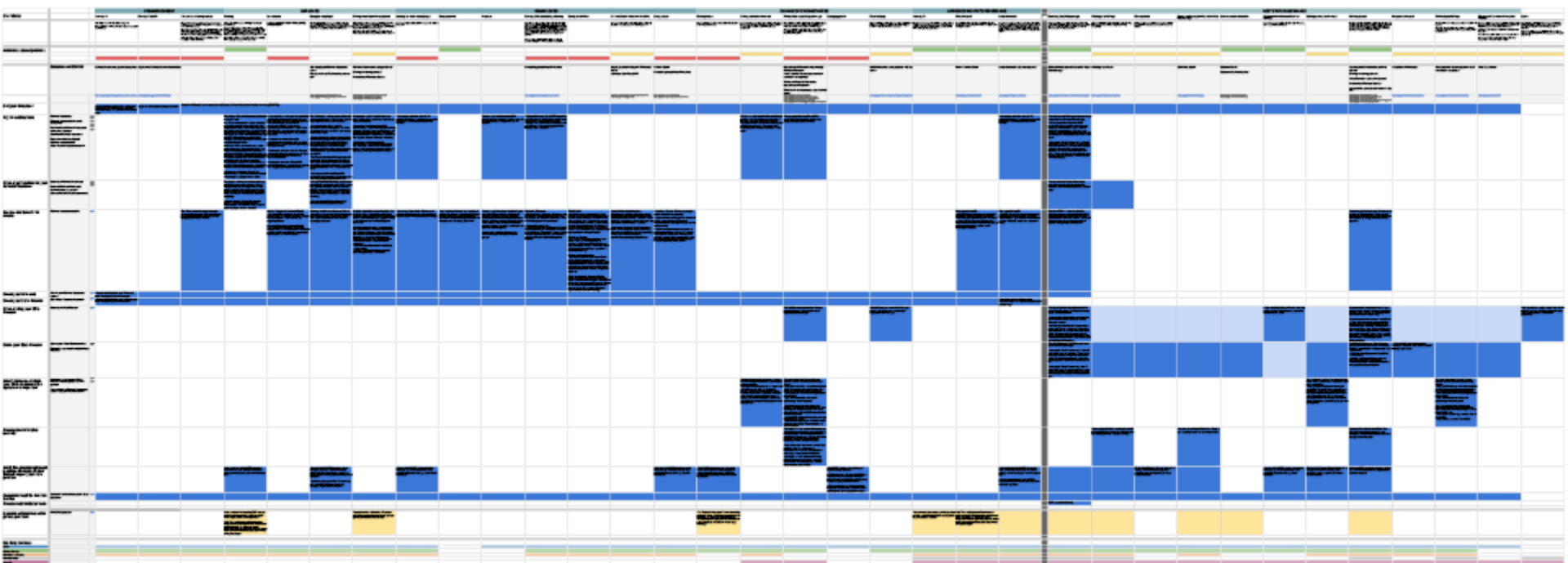
Kate Ivey-Williams, 30 March 2016 — [Tried & tested](#), [Uncategorized](#)



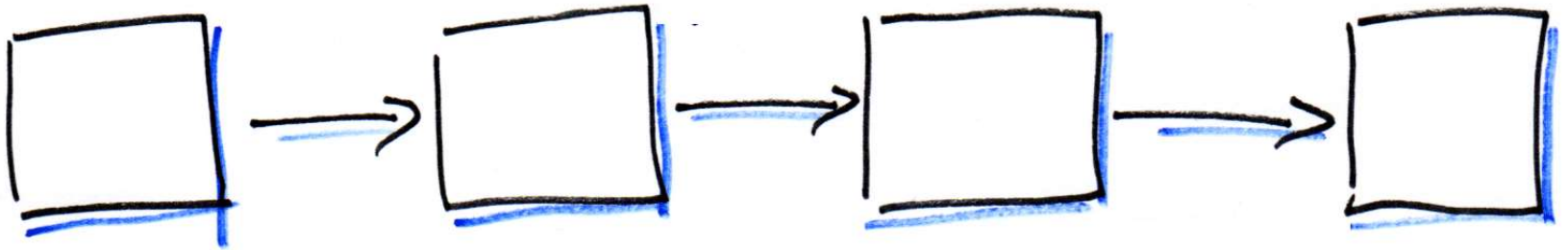
This journey map inspired these thoughts



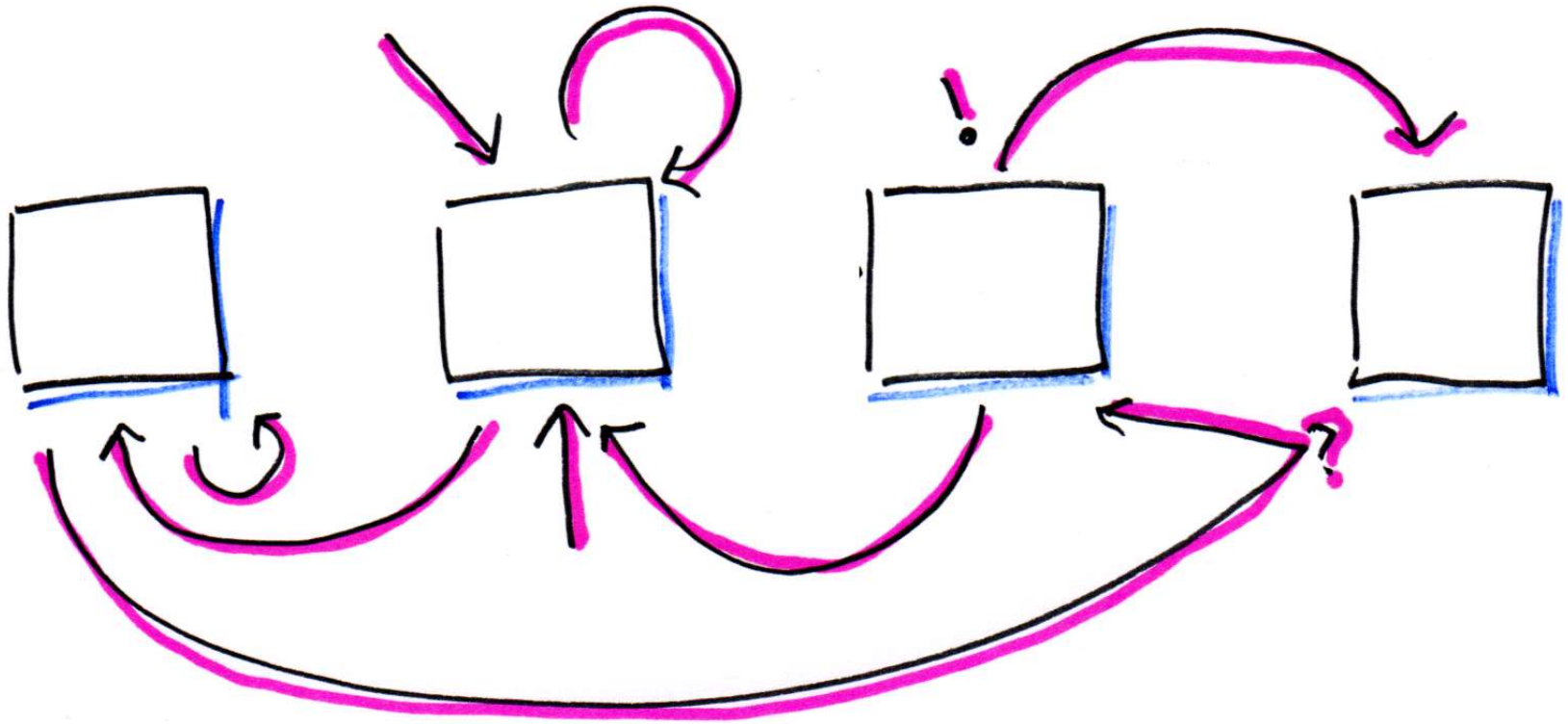
A rich journey map may be hard to share



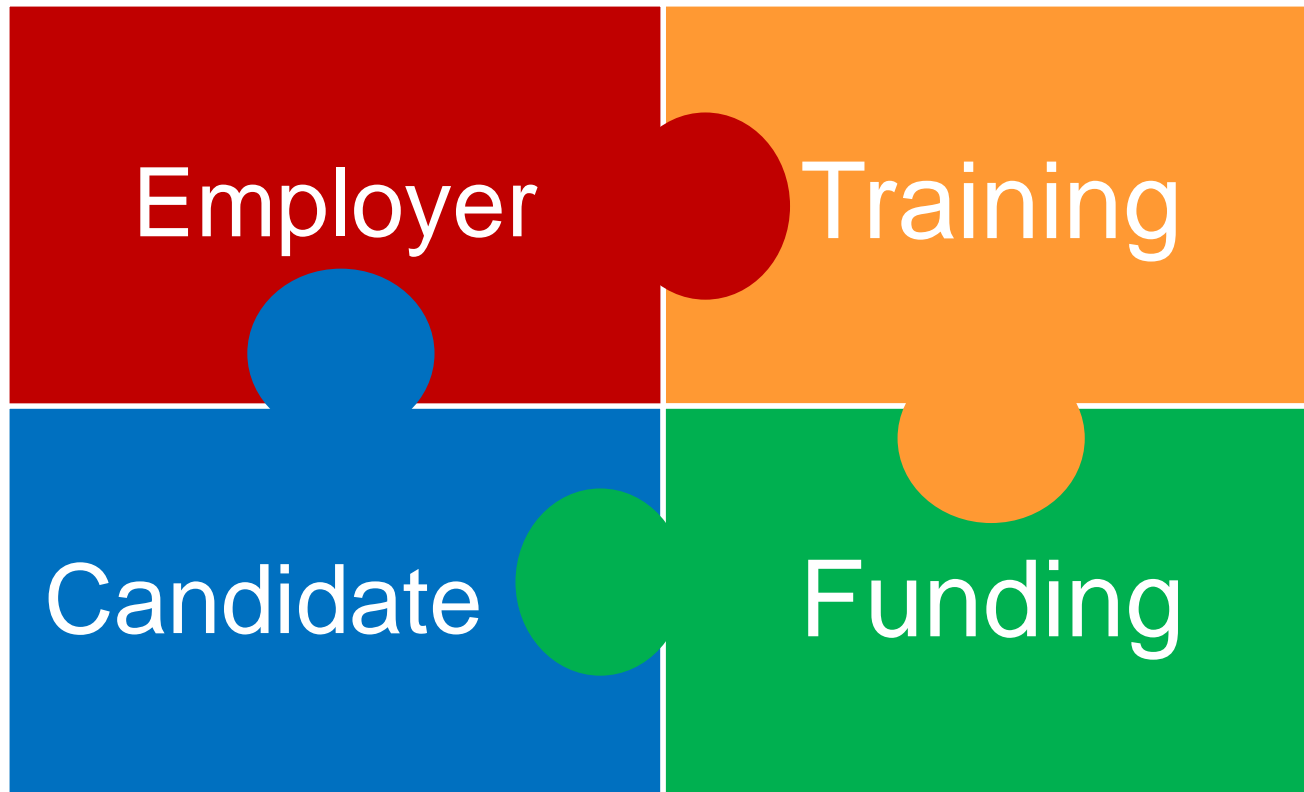
A simplified journey map may be easier



Reality is likely to be much more complex



The map may be more like a jigsaw



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