

## How detailing teams can use a journey mapping exercise to explore patient needs

- **Step 1: Develop a user persona.** Who is the person, what are their characteristics, how do they reflect who you are trying to service? Be as specific as possible.
- **Step 2: Imagine the "journey" the person will take from beginning to end.** From the time they hear about or think about PrEP, to getting their appointment, walking in the door, interacting with the front desk, PAs, nurses, doctor, getting their prescription filled, etc. Make the journey as complete and specific as possible.
- **Step 3: Draw out your journey. Visualize the process.** What is happening at each stage, what are people saying, what are they seeing? Draw, be creative!
- **Step 4: Share journey maps with your team.** Do a gallery walk with other colleagues/teams. Look at their journeys. What do you see? What are folks saying?
- **Step 5: Present & Discuss.** Presentation can be to the large group, with teams presenting each journey.

