Bibliography of Service Journey Mapping and Service Blueprinting
Produced and shared with permission by Corinne Shortridge, UBC MLIS Practicum Student for the North Vancouver City Library, May, 2018

Journey Mapping

   This brief, 3-page article outlines the benefits of customer journey mapping in public libraries and reasons why it is important (preventing customer frustration, “professional blindness” and promoting user-centricity). It also provides advice on creating an effective journey map (primarily one that is data-driven and visual) and gives point-by-point tips for each stage of the journey mapping process, including identifying touchpoints, channels, barriers and developing empathy to understand the customer experience.

   This brief, 4-page article focuses on the customer experience with library digital services and channels such as the library website (including mobile device access) and social media. The article advocates the use of journey mapping to help reduce customer friction when interacting with the contemporary “omnichannel” library experience. The article outlines the steps in developing a journey map, provides a half-page colour example of one, and outlines the benefits of implementing journey maps.

   This brief, 3-page blog post discusses customer “touchpoints,” specifically how to identify “pain points” where customers encounter friction on their service journey, in order to transform them into successful touchpoints.

This 13-page study assesses a journey-mapping pilot study at a UK university library. The study involved enlisting interns to collect data based on the following facets of the library: Physical Space; Service Points; Policies and Customer Service; Signage and Wayfinding; Online Presence; and Using the Library. The interns described, rated and recorded their experiences interacting with the above-mentioned library services. The findings include service journey map examples for each scenario and usability survey graph examples. The authors state that their results reinforce the benefits of journey-mapping to inform decision making and help break down barriers for users and improve their experiences with library services.


This 5-page article stresses the importance of user research (user experience design, human-computer interaction, market research) to inform decision making. The authors advocate for the use of attitudinal research (surveys, user interviews and focus groups), behavioral research (usability testing, contextual inquiry, walk-throughs, journey maps and cultural probes) and participatory design (card sorts, cognitive maps, rapid prototypes and reverse guided tours).

Relevant passage: “Journey Maps: A journey map can be the product of a physical walk-through. Journey maps outline the actual path a subject will take to accomplish something in your building in a graphical way, usually on a blank floor plan. In the earlier example of the print/copy service, where your user listed all the touchpoints he or she went through to successfully complete the printing task, a journey map would take those touchpoints and plot them graphically on a map. Journey maps are a great way to visualize the physical journeys your users have to undertake to get things done in your building and usually result in small changes that can improve that experience (e.g. move the change machine closer to the printing card machine!).”

This in-depth 18-page article outlines how BCU library developed a business-based customer journey mapping methodology. Details include budget, staffing, communication, scenario development, project participants and focus groups. The conclusions were that the methodology was effective but in hindsight they would not have used touchpoint cards or the modelling process as they were complex and time-consuming. Specific benefits included: fresh perspective, uncovering expectations and misunderstandings and changing work practices to be more customer-focused rather than procedure-driven and service being streamlined and enhanced.


This report is the product of the aforementioned BCU library's customer journey mapping project.


This 17-page article discusses journey mapping in detail, providing a definition, explaining why it is important and how it can be executed in libraries. It illustrates in detail how a journey map is created and implemented by providing the anatomy of a CSJ and a series of examples and hypothetical situations. The article also gives a case study example (Reed College) with their findings and conclusions.

**Service Blueprinting**


This 2-page blog post is frequently cited in literature about library customer journey mapping and service blueprinting. It provides a quick overview of service blueprinting (what it is, its focus on outcomes) and argues in favour of its use, as well as a business approach to libraries in general.


This 11-page article provides a short history of service blueprinting, a detailed definition that includes how it differs from other flowcharting approaches and a breakdown of the anatomy of service blueprinting.


This 16-page article discusses how service design has developed into “participatory design” Like service design, participatory design focuses on the user experience and uses techniques such as ethnography, co-creation, journey maps and blueprints. The article defines and gives examples of those techniques


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