



Create a Gender-Focused Understanding of the Audience

Activity 3.1: Mapping your Audience's Journey

Objectives:

- Understand a journey map and the importance of understanding your audience.
- Develop a journey map for the different segments of your audience that applies the gender-related social and behavioral determinants from your situation analysis.

Preparation:

Review the **key concepts** and **background research** to be sure your team has a good understanding of **behavior change and gender** and is aware of the gender-related social and behavioral determinants. Review the existing research and the information gathered during your situation and audience analysis to be able to identify the underlying conditions and causes that exist in relation to your health problem.

Gather the following program documents to help you go through this activity:

- Current strategy or marketing plan
- Formative research results (if available)
- Monitoring and evaluation results (if available)
- Other programmatic documents
- Activity Template (see below)
- Relevant resources from the I-Kit

Be sure you have enough copies of any templates, handouts or resources needed for this activity. Consider printing the **Gender-Related Social and Behavioral Determinants Handout** from the step page to use as reference during the activity.

Expected Outcome:

A Journey Map for the different segments of your audience that applies the gender-related social and behavioral determinants from your situation analysis.

Purpose:

The purpose of this activity is to guide you on how to create a journey map for your audience segments. Once you segment your audience, it is important to consider and map their experience including how the gender-related social and behavioral determinants may affect their journey. This information will help you identify where you may need to revise your current SBCC strategy or marketing plan.

Introduction:

A journey map applies aspects of human-centered design to look at the audience member first. It allows you to map or chart your audience segment's experience – their knowledge, emotions and interactions – over an identified period of time and during specific phases.

Journey mapping allows you to personalize your materials, messages and interventions for the different segments of your audience. Based on what you know from your situation analysis, as well as any additional formative research you may conduct, you can map their journey or experience towards reaching the desired behavior. Creating a journey map requires you to analyze the existing data, watch and observe your audience, and listen to their experience. It is possible to develop a journey based on what your project already knows but this will be strengthened by engaging with the audience members themselves. Everyone's experience is different, therefore you should plan to develop a journey map for each audience segment, using the same beginning and end points.

The best journey maps use the data collected during the analysis phase, as well as through surveys, formative research and interviews, and insights gathered throughout the implementation process. When developing a journey map, it is important to watch and listen to your audience's experience as the main purpose is to understand their perspective. It is also important to consider the gender-related social and behavioral determinants when mapping the audience's experience.

Instructions to complete this activity:

Your journey map will help you better know your priority audiences(s), digging deeper into their lives to recognize and understand the problems and frustrations they face. Knowing your audience will allow you to develop better communication materials, messages and interventions that meet their specific needs, behaviors and attitudes during key points in their experience.

Depending on the priority and influencing audiences and how you have segmented them, you may have only one or two journey maps, or you may have many more. You can also continue to develop Persona Journey Maps as your program grows and expands. The template below will guide you through the steps necessary to complete a journey map. A blank template is also included.

Key Steps:

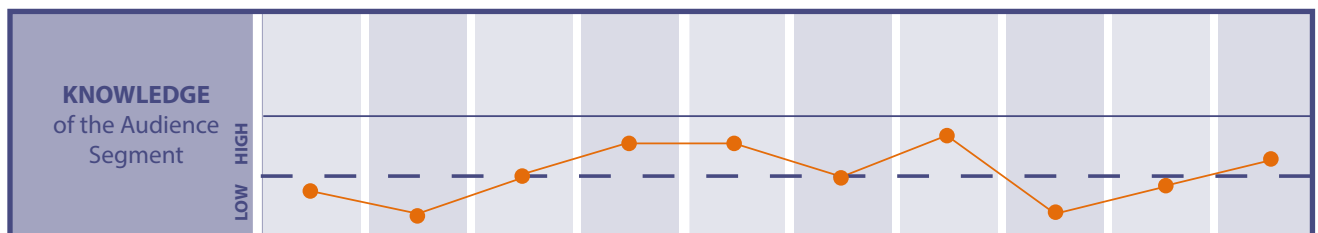
1. Working as a group, use the Activity Template to complete each section. If your group is large, you may want to break into smaller groups. Each group can develop a journey map for each segment of the audience.
 - **Audience Segment:** Identify the audience you want to understand more fully.

Audience Segment:

- **Phases:** Identify the beginning and end of the journey you are trying to map. Think about the gender transformative vision of your program and where each audience needs to be to achieve that vision. Label each step of your audience's journey. Be sure to include even those steps your program or organization is not involved in. You can add or delete steps as needed.

PHASES

- **Knowledge of the Audience Segment:** Identify and list what your audience knows (or does not know) about this step. For example, knows about family planning but not the different methods. In the space below, chart whether the knowledge is low or high and connect the dots.



- **Emotions of the Audience Segment:** Identify and list your audience's emotions at each step. For example, do women feel vulnerable or scared in their community? Do they feel hopeful or confident? Do men feel entitled? Pressured by social norms? Chart their low and high points in the space below and connect the dots (Emotions like fear would be low points).



- **Skills and Personal Actions of the Audience Segment:** List what the personal actions the audience is taking at each step. For example, learning about family planning, discuss family planning with their partner, etc. Personal actions can be those that move the audience further towards the end point or hinder that movement.
- **Interactions with Others:** Identify who the audience interacts with at the point. This may be their spouse, a healthcare worker, mother-in-law etc.



2. Review all the information above. Look at the points of high and low knowledge, as well as the emotional high and low points. The low points are the “pain points” that represent the most valuable or critical opportunities for intervention for the identified audience. What are they doing during this time? Who do they interact with? Some low points may be shared across audiences, making them a particularly ideal time for innovation and intervention. Identify these key points to intervene in this section.



3. Share the journey maps that you have developed. Allow others to contribute and provide additional information or correct any information they feel is inaccurate.

This activity was adapted using the following resources:

Liedtka, Jeanne and Ogilvie, Time. Designing for Growth: A Design Thinking Tool for Managers. Columbia University Press. 2011. New York.

Rao, Arathi and McCoy, Sandra. Fostering Behavior Change for Better Health. Sandford Social Innovation Review. http://ssir.org/articles/entry/fostering_behavior_change_for_better_health



Gender and SBCC Implementation Kit

Template 3.1.1: Map your Audience's Journey

