

Guiding Questions for Activist Journey Mapping

Use your data from Clarke's situational analysis method to inform the following:

1. What is your goal as an activist in this particular site of action? (*This becomes the descriptive text that explains who the activist persona is.*)
2. What are the major positions taken on this issue, and by what agents? What are the axes of "difference, concern, and controversy"? (*Refer back to "Positional Mapping" in Clarke's situational analysis method.*)
3. Where does an activist's position fall on these axes? (*This becomes more attributes for the activist "persona" on the journey map template.*)
4. How might an activist engage with agents involved? What are the activist's needs and expectations as she interacts with each agent, based on the data that you have collected? (*These become the activist's needs and expectations in each phase of the journey in the template.*)
5. Is there an order to how the activist should proceed amongst agents? (*This orders the phases of the journey map in the template.*)
6. What steps are involved in each interaction with an agent? What types of communication are involved? (*These become the step titles and icons in the template.*)
7. How significant of an encounter is this step with each agent? How positive or negative is this step? (*These become the green, yellow, and red dots on the template at each step and the positive, neutral, and negative points on the journey graph.*)