



# Personas & Journey maps

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| <b>Link to digital tool</b> | <a href="#">Flowmapp</a>   |
| <b>Level of knowledge</b>   | Basic knowledge  |
| <b>Learning objectives</b>  | Know how to generate and develop ideas with different methodologies.<br>Evaluate research data to improve ideas and experiences. |
| <b>Linked to module</b>     | 2, 3   |

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| <b>Description of the tool</b> | <p><b>Flowmapp</b> is a website with collaborative tools such as personas and journey map creators. It has a free version where you can develop one project at a time, and paid options if you need to develop wider projects. You need to create an account, and inside a project you can add templates for personas and journey maps.</p> <p>A <b>persona</b> is a profile representing a particular group of people. It is not a stereotype, but an archetype based on real research. <b>Journey maps</b> visualize the experience of a person over time. (For more information about journey maps and personas, you can review the contents of Module 2.)</p> |
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| <p><b>How to use the tool as part of the course</b></p> | <p>With Flowmapp you can easily create profiles of personas and journey maps, as well as creating website maps and other tools for web design. Once you gather information about your audience, you can use this tool to further shape how your project will work and its possibilities for the future.</p> <p>Take a look at this example of personas:<br/><a href="https://app.flowmapp.com/share/7cad1656a66db27c1f5beaeb8334bb4b/personas/39368/">https://app.flowmapp.com/share/7cad1656a66db27c1f5beaeb8334bb4b/personas/39368/</a></p> <p>And this example of a journey map:<br/><a href="https://app.flowmapp.com/share/7cad1656a66db27c1f5beaeb8334bb4b/cjm/21878/">https://app.flowmapp.com/share/7cad1656a66db27c1f5beaeb8334bb4b/cjm/21878/</a></p> |
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