

Using Journey Mapping and Personas to Understand Care Experiences in Health Systems

This session explores how journey mapping and persona development can help make complex care experiences more visible. Drawing on research with people navigating mental health, addiction, housing, and health services, this session will show how lived experience narratives can be transformed into journey maps and composite personas that reveal common pathways, barriers, touchpoints, and opportunities for system improvement. Participants will also be introduced to practical strategies for collecting, organizing, and synthesizing data using this approach, with an emphasis on how journey maps and personas can be used in research, education, service design, and system planning.

By the end of the session, participants will be able to:

- Describe journey mapping and persona development as methods for understanding care experiences.
- Identify the kinds of data that can be collected to support journey mapping, including participant narratives, touchpoints, barriers, emotions, decisions, and supports.
- Explain how interview or workshop data can be organized into a journey map.
- Describe how patterns across multiple journeys can be synthesized into composite personas.
- Consider how journey maps and personas can be used to communicate care experience and identify opportunities for system improvement.

Tuesday July 21, 2026 12:00-1:00

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Amber is a health systems researcher focused on integrated care delivery for structurally marginalized populations. She is a doctoral candidate in the Department of Population Medicine at the University of Guelph and holds a CIHR Health System Impact Fellowship embedded with the Guelph-Wellington Ontario Health Team, where her work examines how mental health, addiction, and housing services coordinate across sectors. Drawing on 18 years of clinical nursing practice, she brings a frontline perspective to questions of how integrated care is designed and delivered.

