



Current Trends
in
Web Engineering

Current Trends in Web Engineering

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CHAPTER://4

■ Alignment Diagrams



Maps, Mapping and more

■ Some Literature

- ▶ Mapping Experiences – Aligning for value, by James Kalbach, O'Reilly
- ▶ Design Sprint, by Richard Banfield C.Todd Lombardo Trace Wax, O'Reilly
- ▶ User Story Mapping – Discover the whole story, build the right product, by Jeff Patton and Peter Economy, O'Reilly

■ User Story Mapping, Customer Journey Maps, Experience Maps, Service Blueprints, mental model diagrams, Job Maps, and many, many more??? Confusing isn't it?

- ▶ Many terms, many usages, one goal: **Alignment!**



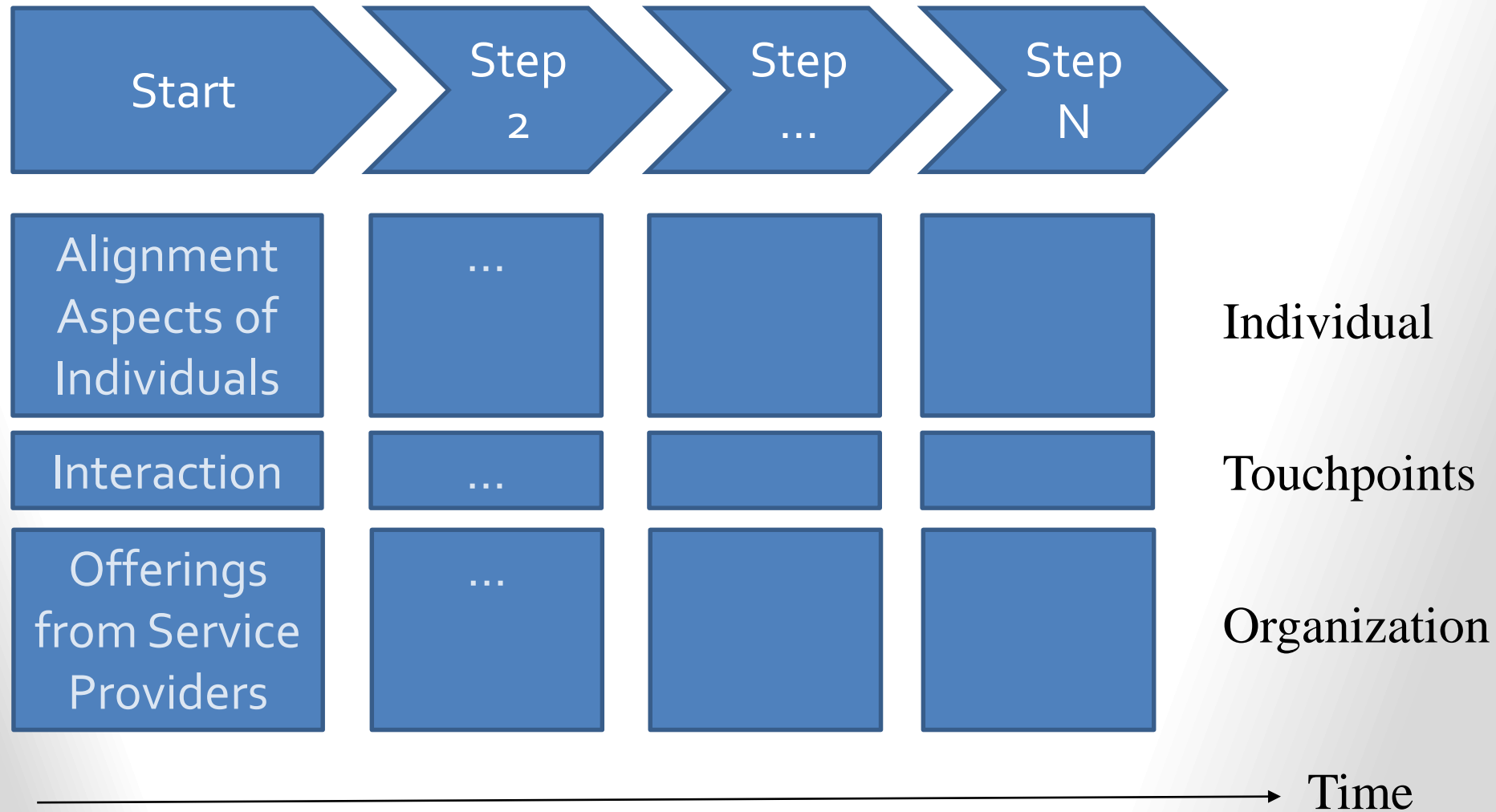
Alignment of what?

- It is all about understanding – and putting all stakeholder on the same page (Developer, Service Provider, User, Customer, etc.)
- It is about **value** and experience (and **impact**)
 - ▶ How is value created?
 - ▶ How is value perceived?
 - ▶ How is value provided?
- **Alignment Maps** – an important approach/tool
 - ▶ Visualize the **steps** and **experiences** when trying to reach a **goal**
 - ▶ Visualize intersections (**Touchpoints**) where **users** get in contact with the offerings of **service provider**
 - ▶ **Mapping** is the process of creating an alignment map
 - **Mapping Focus:** Current vs. Future state, Experience, Features needed, jobs to be done, etc.



...and are very well known from Design Thinking

A simple Alignment Diagram



Alignment Map as Table

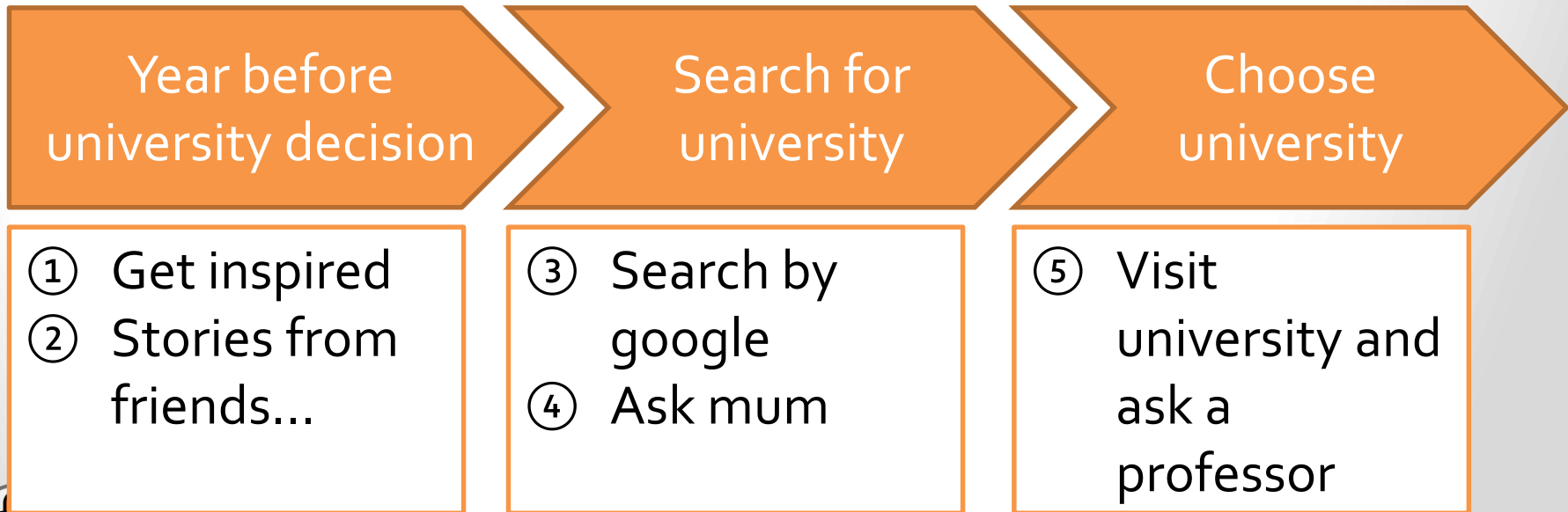
	Stage 1	Stage 2	Stage 3	Stage N
Stage Goals etc.				
Actions				
Thoughts				
Feelings	😊	😞		
Pain Points				
Touchpoints				
Services and Offerings				
Processes				
Goals and Opportunities				
SWOT eg.				



Story Mapping / 1

1. Select the user/customer whose experience you want to understand better
2. Lay out your hypothetical view of what the user/customer's journey looks like from beginning to end

Example:



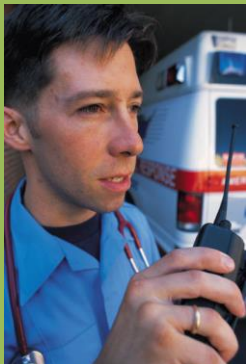
Story Mapping / 2

3. Identify a small number of user/customers (representing the range of demographic attributes)
 - ▶ Students: gender, east/west/abroad, ...
4. Conduct a few pilot interviews (walk through the steps, capture the data you need)
 - ▶ Hard work: Ask for stories, be curious, pay attention, listen for workarounds, look for behaviours (pain points, confusion, skipped steps, appropriation etc)
5. Finalize the questionnaire based on the interviews
 - ▶ What are the emotional highs and lows
 - ▶ What are the contact points
6. Identify the essential moments of truth and other themes from the interviews
 - ▶ Ask each interviewer for his impressions



Story Mapping / 3

7. Study the themes you have uncovered – identify (rather psychographic than demographic) dimensions
 - ▶ Pragmatist, high confidence, introvert etc.
8. Select the two/few dimensions that you feel are most revealing – creating a 2x2 matrix with each quadrant representing an archetypal persona
9. Describe each persona as fully as possible (demographic, psychographic, and give every persona a name and theme)

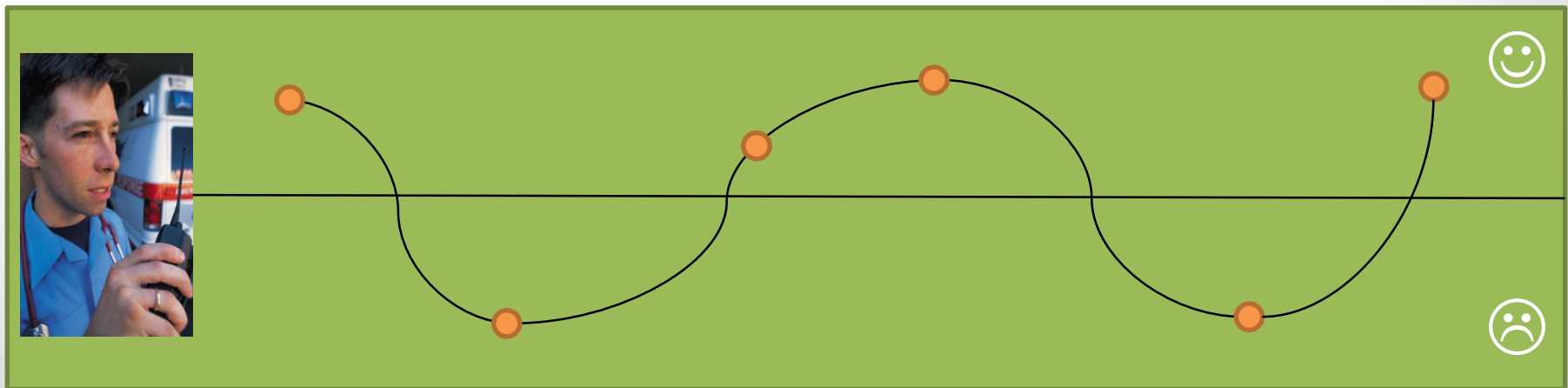


Paul, the mainstream CS

- Assumes with DWE Master getting a job will be easy
- Actually doesn't like mathematics
- Is an extrovert, which helps with recruiting events
- Enjoys spending time with friends and club activities

Story Mapping / 4

10. Map the journey of each persona



SECTION://1

■ Alignment Map Example



Don't use too many animations:

TIME TO PLAY!



Hear and Engage with the topic

Decision

Search
for Univ.

Analyse
choices

Decide &
submit
forms

Wieso studieren?

- Karriere
- Lebensvorbilder (Vermächte)
- We; / ABI
- Spaß am Lernen (Vielleicht)
- Sich selbst verwirklichen
- Studentenleben erleben

Fa.
zu
Stud. um

Was & Wo?

- Schule
- Tag d. offenen Tür
- Studienumessen
- Schulkameraden
- Familie
- Kosten/Gebühren/Wohnkosten
- Veranstaltungen an der Uni (Roboschere!)
- Lehrveranstaltung

2-3
Wiss
gefunden
Und
Jetzt?

Entscheidung

Kosten

Umsatz

Entfernung
von Zuhause

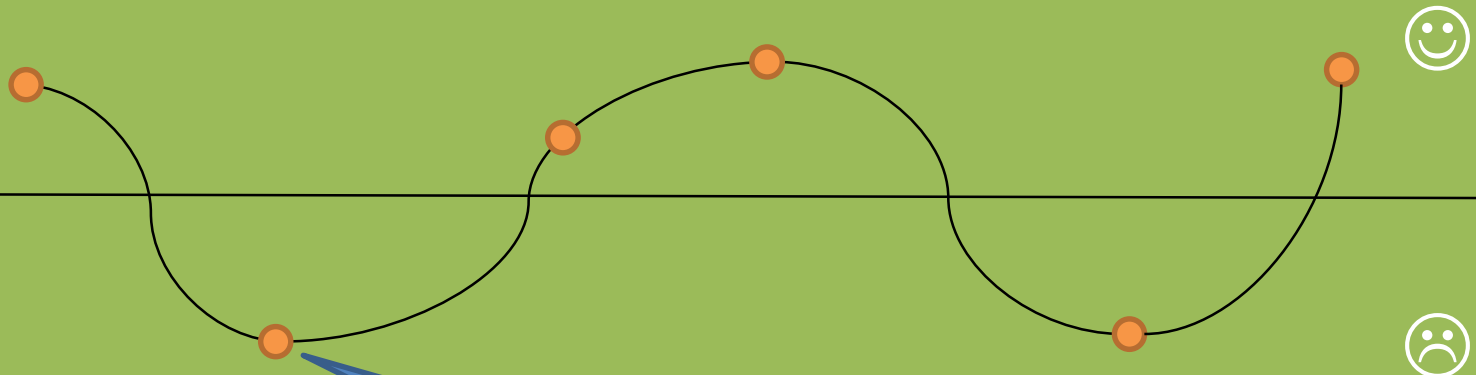
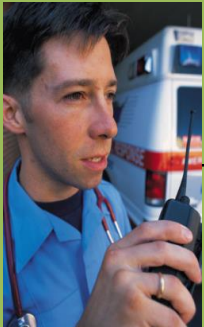
Entfernung
von Partner

Decision

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Learn, Look, Ask:

- Collect and analyze information to identify patterns and insights
- Discover what people do – not what they say they do
- Elicit information relevant to the project

Pain Point
That is what we
want to understand
and solve