

Mapping the User Experience:
Aligning for Value

WORKBOOK

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Exercise 1 – Web Search

Search for images of:

- “customer journey map”
- “experience map”
- “service blueprint”
- “mental model diagram”

Compare the different approaches you find:

- Do they describe both the user experience and business?
- How do they tell the story of interaction?
- How does visualization help understanding?
- What would you do better?

Exercise 2 - Scenario

The Boston Tourism Office (BTO), a not-for-profit, member-driven organization, would like to improve the overall experience guests have when visiting the city, particularly for vacationers. They already have some ideas what to do, but need to see the big picture in order to prioritize funding and to focus on areas that will have the most impact.

First, the BTO is planning to significantly overhaul its website. The site has grown organically over the past decade, and there are many complaints about difficulty finding information. In particular, the federated reservations system for hotels is incomplete, out-dated, and hard to use.

Second, the BTO wants to offer mobile services and apps for travellers. With so many options in the mobile arena, they are not sure where the best place to start would be.

Finally, BTO wants to partner with key service providers to improve the travel experience of visitors. They already have information kiosks in tourist areas, but they are looking to integrate more with partner services.

You work for a research agency specializing in alignment diagrams. The BTO has hired you to investigate and identify the most salient touchpoints that bring the most value to visitors. They are also looking for new opportunities previously overlooked. The insight they hope to gain will help structure a multi-year program for improvement.

Exercise 2 – Proposal

Outline the main points of a proposal for the preceding scenario by answering the questions below.

- What business questions will you address?
- Which type of alignment diagram is most appropriate?
- What might the approximate costs be?

Exercise 3 - Discussion Guide Topics

What primary topics might you include in an interview guide for external participants, based on the BTO scenario from exercise 2?

Exercise 4 – Sketch Map

How will you tell the story of interaction? Sketch a few alternative forms for an experience map, based on the Boston Tourism Office (BTO) scenario introduced in exercise 2. Focus primarily on the form of the map and display of information types.

Phases

- Planning a trip
- Traveling to the city
- Arrival and orientation
- Staying in the city
- After the trip

Aspects

- Customer:
 - Actions, goals, feelings
 - Pain Points
- Touchpoints
- Business:
 - Actions by department
 - Existing partners

Exercise 5 – The Ask

1. Jot down the various touchpoints your company has with its customers.
2. Arrange them in a basic flow (e.g., before, during, after).
3. Ask yourself: **Who are we asking our customers to become at a each phase?**

Exercise 6 – Pitch

1. Create a pitch for creating an alignment diagram in your organization or for your client.
2. What business problem will it address?
3. Make it succinct and desirable.