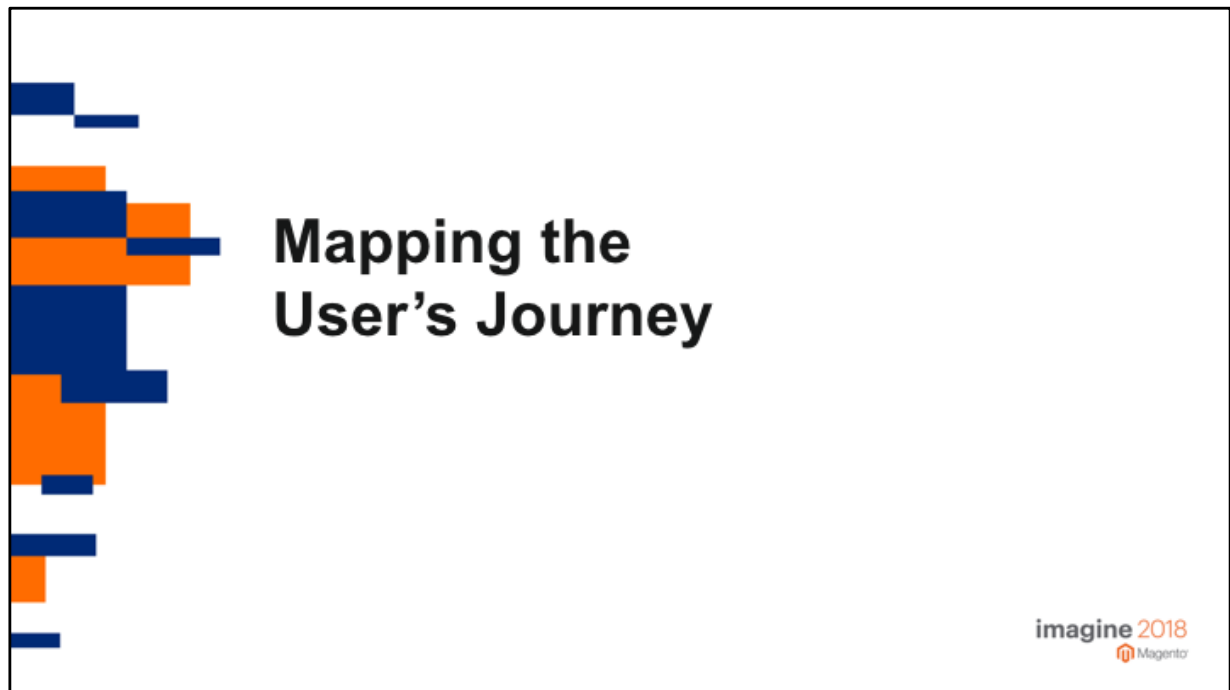


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**LEAD
THE
CHARGE**



Welcome

This session will go over how to understand your users better through Empathy Mapping and User Journey Mapping.

We have two Audience Participation exercises as well.



My coworkers like to joke that I like to accessorize by wearing hats.
I'm mainly a Scrum Master for Gallup ecomm teams, but I also do UX development on many of our eComm sites, all powered by Magento!
I am also an Accessibility Compliance Specialist where I head up Gallup's accessibility compliance.



I am the Lead developer for our .com public sites. Our Senior UX developer and the BA for my team. I also work with Courtney as an Accessibility Compliance Specialist.

[TRANSITION]

Isn't just a polling company. B2C B2B, Magento plug



Analytics & Advice About Everything That Matters


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[PAUSE]

World Poll

- 160+ countries and 140+ languages
- Global Slavery Index
Walk Free Foundation
- The Global FINDEX
World Bank

[TRANSITION] Not only do we use our data to solve world problems, we use it to solve organizational problems



Q12 CliftonStrengths

Gallup Courses

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Employee Engagement: Q12

- Gallup science 12 questions to tell if employees engaged
- Our research indicates 78% of employees are disengaged in their jobs

CliftonStrengths

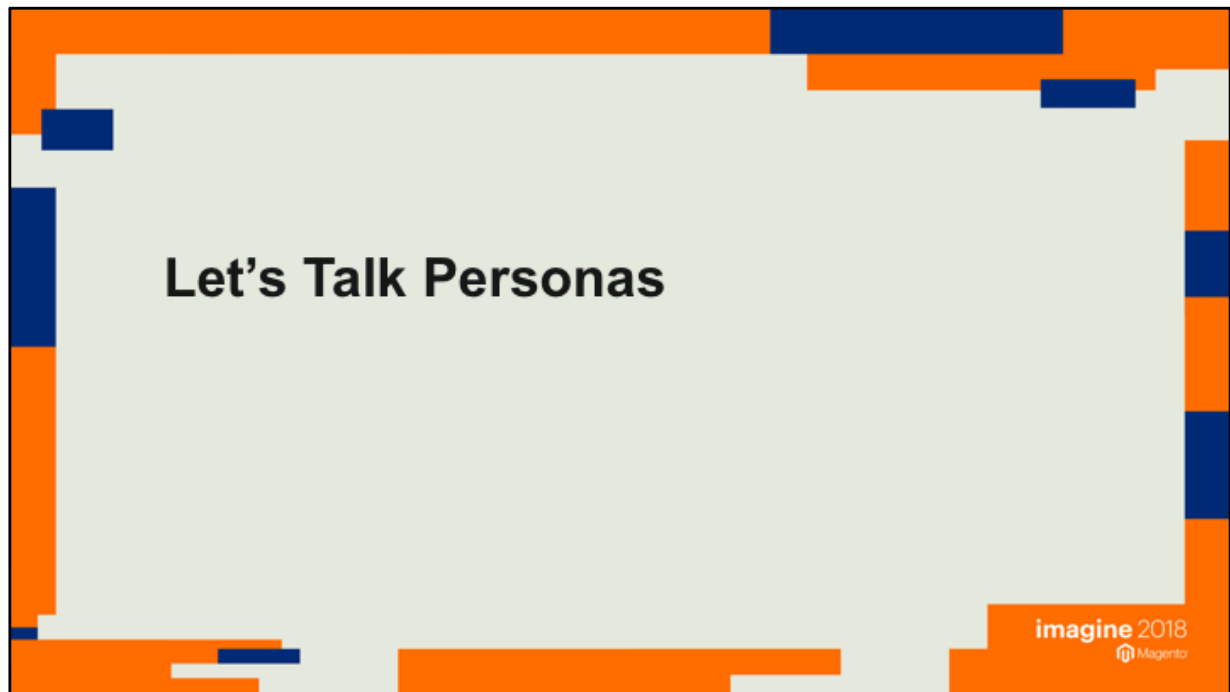
- Don Clifton founder of positive psychology
- 34 different talents - Achiever to WOO
- 6 times as likely to do what they do best every day
- Our book **StrengthsFinder 2.0** is Amazon's bestselling nonfiction book ever.

TO SUPPORT

Gallup Courses

- 200 global courses annually
- Leading High Performing Team to Coaching to make the most of their strengths

[TRANSITION] What this means is we have a very wide range of consumers from individuals to business and beyond. We use a wide range of tools that we will talk about today.



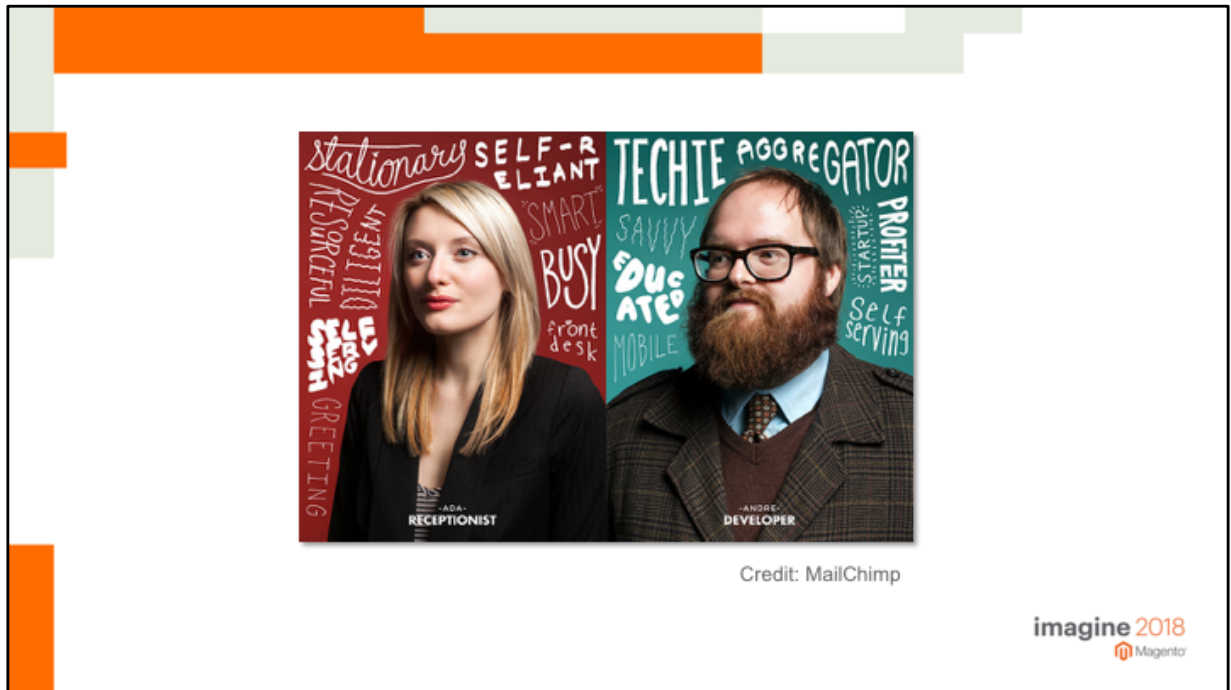
Created from extensive interviews that take 100s of hours.

A way to model, summarize and communicate research about people who have been observed or researched in some way

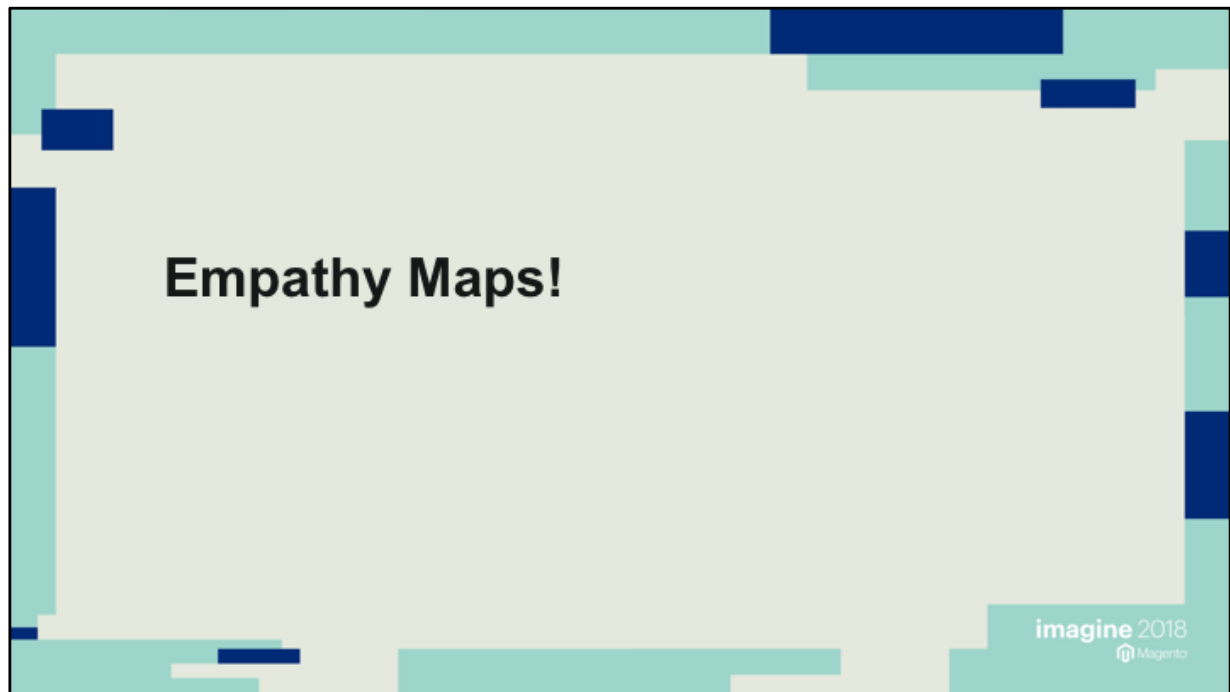
Not a real individual

Enables the product team to focus on a manageable and memorable cast of characters

3-5 personas per platform



MailChimp takes personas a step farther and makes posters out of their intensive research and displays them around the team areas in the office, so everyone is always thinking about how to make Ada or Andre happy.



- A quick, easy way to create a basic persona
- A tool for design decision making
- Takes about 15 minutes
- Best when created with people who talk to users

Empathy Maps

Will help your stakeholders think about users in a way that assists with decision making

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You might not have research to draw upon for personas, but you do have a room full of stakeholders with pretty good ideas of what their customer segments look like.

Name	
Do	See
	Think/Feel
Situation	

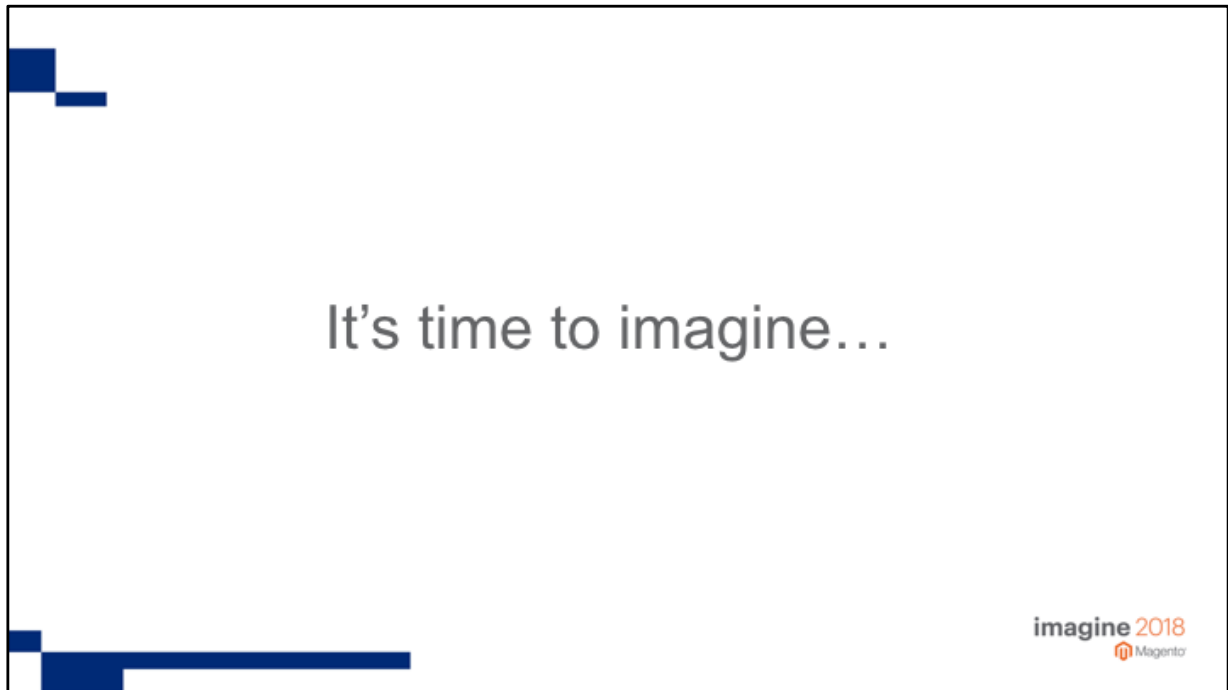
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Name, Situation
Do, See, Think/Feel

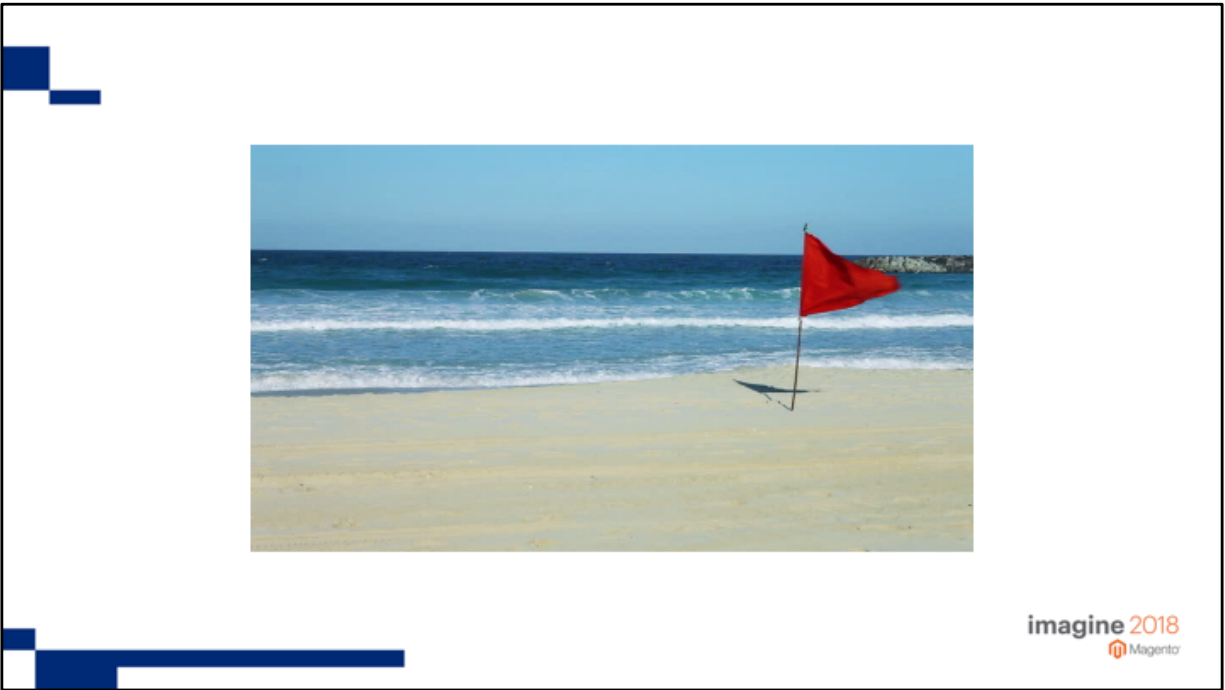
Let's try this!

<http://userjourney.tools/empathy-map/>

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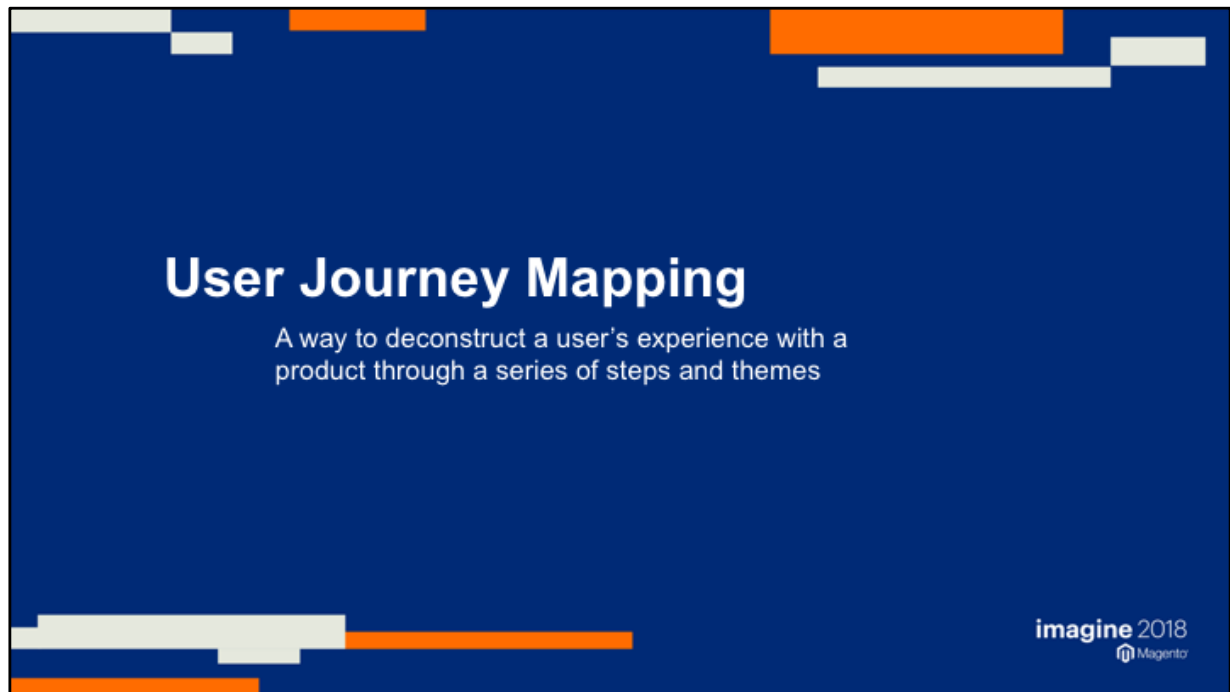


Close eyes, take a deep breath and let it out and with that breath I'd like you to travel in your minds-eye to a beach. You can hear the roll of surf, the sound of a flag fluttering in the wind. The sand is warm under your feet. You can see rocks. Take a moment and fix that beach in your mind. Imagine ...

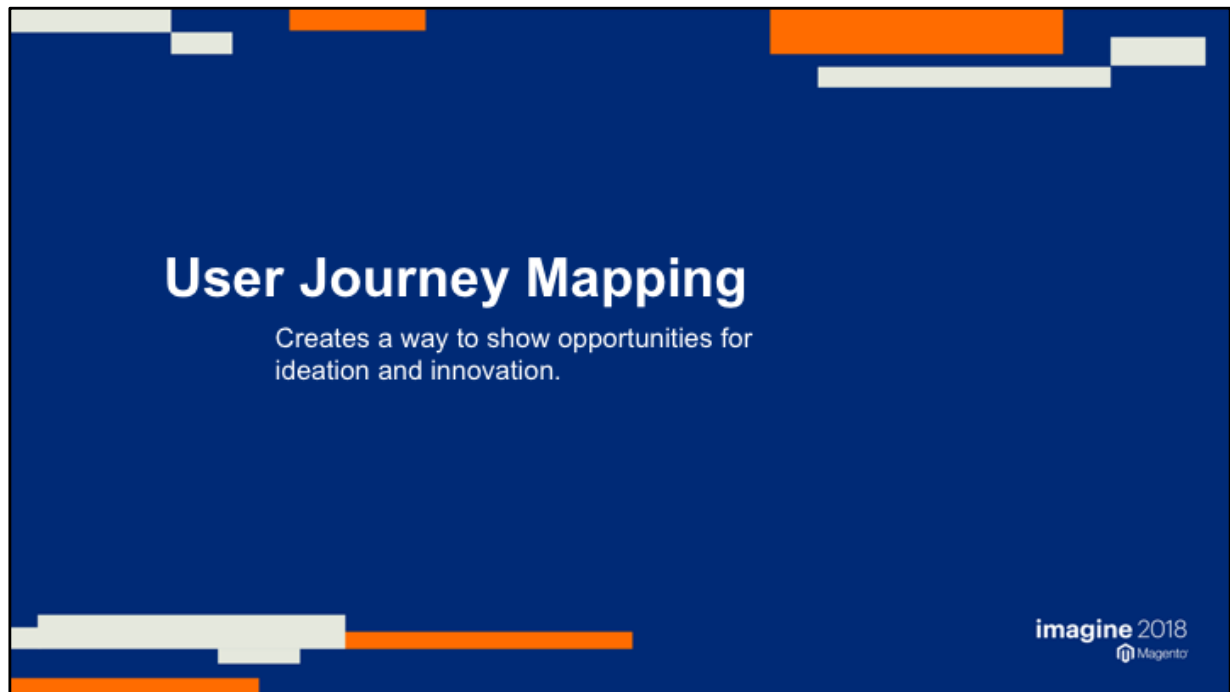


How close is this picture to your minds-eye? Were you able to fully realize what your customer is looking for? Or ... are there differences? Perhaps your beach had swimmers. Perhaps you had a national flag instead of a warning flag. Or you had large rocks next to you on the beach instead of in the distance on a small island.

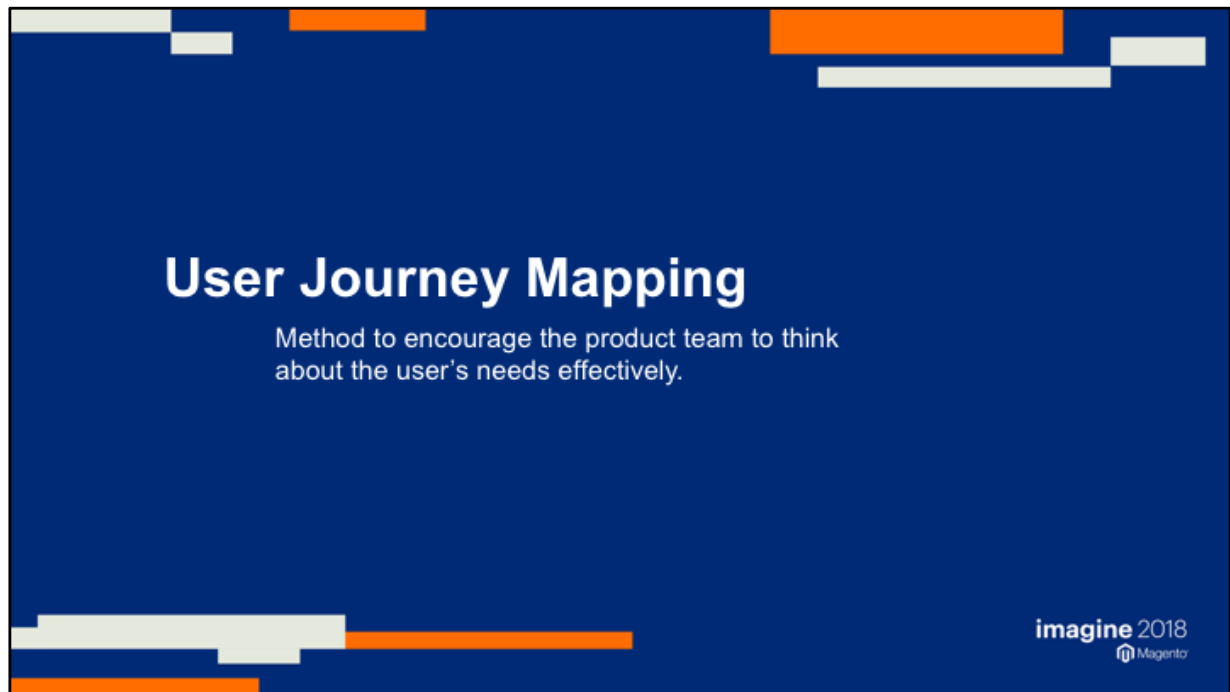
[TRANSITION] [Speaker switch] You took a journey but was your destination the same as your users?



Gets people on the same page, knowledge shares
Creates a shared frame of reference around the customer experience.
Distributes customer insights in a form that is both usable and easy to understand.



Allows you to see those pain points and AHA moments that users face.
Builds organizational knowledge of customer behaviors and needs across channels.



Allows you to craft that user experience you want for your users.
Further organizational evolution towards customer-centered thinking.

The Steps of Experience Mapping

- Uncover the truth
- Chart the course
- Tell the story
- Use your map

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Adaptive Path has 4 points about experience mapping:

Uncover the truth – study your customer behavior


Chart the course – collect key insights into a journey map

Tell the story – visualize the story, make something you can hang in a common space in your office

Use your map – use the insights you've gleamed and work towards them.

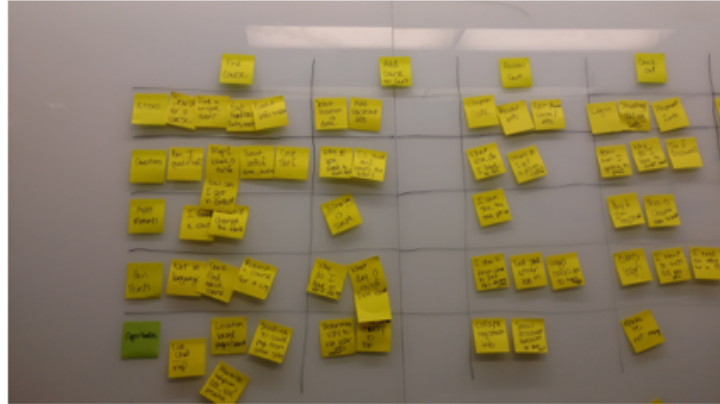
The activity and the artifact

	Step 1	Step 2	Step 3	Step 4	Step 5	
Actions						
Questions						
Happy Moments						
Pain Points						
Opportunities						


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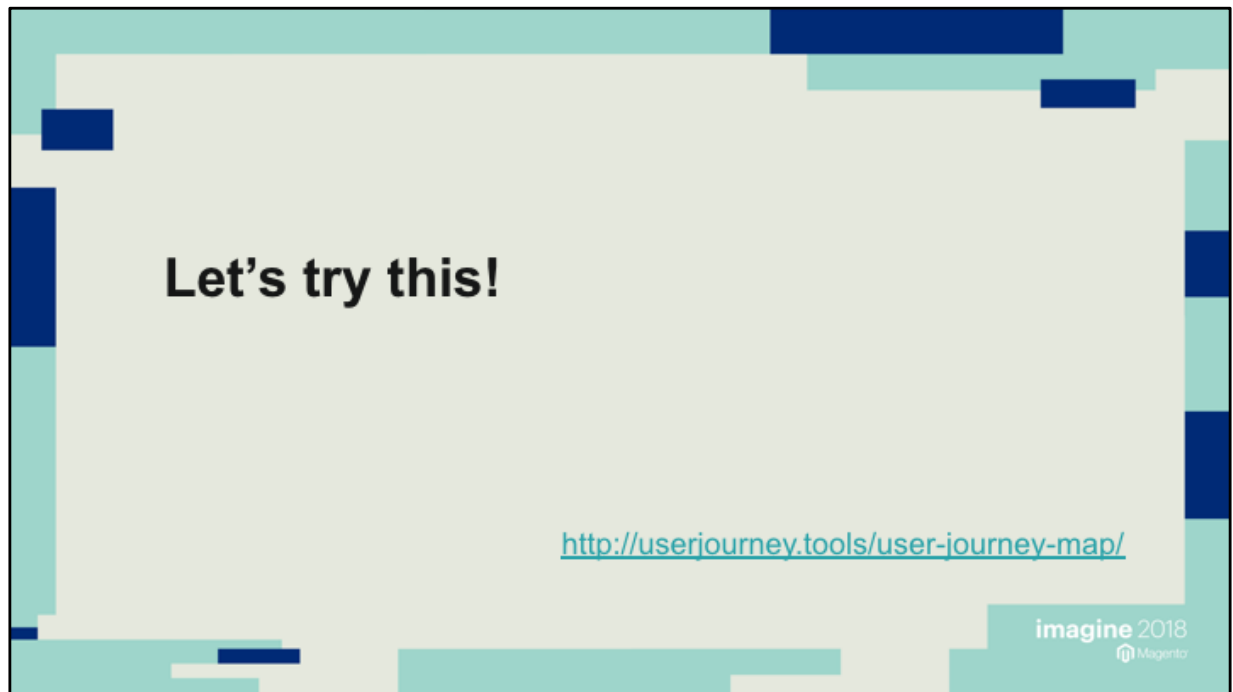
Start at the top determining steps,
 Got through Actions, Questions, Happy Moments, Pain Points for each step.
 Save Opportunities for last

Example



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[TRANSITION] [Speaker switch]




[TRANSITION] [Speaker Switch]

Pro Tips

- Collaborative area
- Key players
- Empathy, empathy, empathy
- Ask leading and pointed questions

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Rooms where collaborating thrive are key. Also wet erase markers.
Include people who are in a client support role, they know your users the best.
Be empathic
Put yourself in the users shoes and make sure people stay there.
Take a pause and redirect if you start “company” speaking.
Ask leading questions.
Ask pointed questions.



Every one of your customers is
going through a journey.

Let's give them a good experience.



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Summary:

Learn about your users.

Create Empathy Maps and Personas, they're your friend when making business and design decisions

Gather information into a journey map to guide your future business development.

Resources

- <https://www.invisionapp.com/blog/empathy-maps-ux/>
- <https://medium.com/@harrybr/how-to-run-an-empathy-user-journey-mapping-workshop-813f3737067>
- <http://adaptivepath.org/ideas/our-guide-to-experience-mapping/>

Questions?



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