

ACCELERATE

User Experience Designer Fundamentals: Session 4

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TODAY

Today is about the Customer Journey Map

Project review progress

Customer Journey Mapping

Brainstorm / Insights / Wireframing

Timelines

Customer Journey Map

A Customer Journey map is a visual or graphic interpretation of the overall story from an individual's perspective of their relationship with an organisation, service, product or brand, over time and across channels.

How do we make a Customer Journey Map? (First part)

Persona... and their goal

Touchpoints to get to that goal....

Layout.....(timeline)

Categories....(channels)

How do we make a Customer Journey Map? (Second part)

Emotions and Moments of truth (use real research)

Highlight any gaps

Painpoints

Opportunities of the experience

Perspective of the user (user experience) and perspective of the provider)

Brainstorming / Insights / Wireframes

User interviews

Converting them into insights / ideation questions

Creating ideas

Wireframes

TODAY

Introduction to applied project I: Timelines

Tuesday: Project plan, Intro to mapping, (Coursework) user interviews,

Thursday: User mapping / brainstorm / insights / wireframing
Coursework, Wireframing and make improvements.

Next Tuesday: Presentation. Get user feedback and iterate.

(Clickable prototype. Assets. Final flow. Make presentation.)

Next Thursday: Presentations to each other.