

06.20.18





Innovator  
In Residence

# WEEK 7 JOURNEY MAPPING

## AGENDA

- Hello & Introductions [5 MIN]
- Toolbox Check-In [5 MIN]
- Problem Pitch Recap [15 MIN]
- Journey Mapping [15 MIN]
- Open Discussion [10 MIN]
- Key Dates [3 MIN]
- Action Items [2 MIN]
- Inspiration [3 MIN]
- Wrap Up [2 MIN]

5 MIN



## HELLO & INTROS

# INTRODUCTIONS

## 2018 SPRING COHORT



FOUNDER	HOME	FOUNDER	HOME	FOUNDER	HOME
Christy Bartlett	MN	Theodore Gamble	MN	Kristin Clements	FL
Sanjib Banerjee	GA	Michael Villano	CA	Claire Harlow	FL
Andrew McDonald	OR	Christa Lee Brynwood	WI	Emily Arnau	IL
Christina Stensby	MN	Robert Quigley	OH	Mark Olen	WI
Gus Tobes	CA	Joanna Yap	NY	Michael Short	FL
Eileen Alden	CA	Brett Heeney	WI	Tatiana Akulova	MN
Ritu Chowdhary	MN	Awais Sultan	IL		
Isaac Riesterer	OR	Kristi Uphoff	MN		
Andrew Kavie	MN	Andrew Sisulak	MN		
Adam Goldstein	MN	Jannine Dobson	WI		
Shawn Higginbotham	MO	Jerry Anderson	WI		

5 MIN



# TOOLBOX CHECK-IN



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# IIR TOOLBOX

- Idea Place
  - Updating
  - Russ
- Online Tools
  - Updating
  - Mood survey #3 next week
  - Matt
- Innovation Canvas
  - Updating
  - DC

# OUR INNOVATION CANVAS

GENERAL INFO	PROJECT TEAM Lead(s): SME's: Sponsors:	BUSINESS LINE	GOAL CATEGORY +Revenue +Efficiency +CX
DESIRABILITY		FEASIBILITY	VIABILITY
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE Legal Ethical Reputational Market	CHANNELS Supply Sales Delivery
TARGET AUDIENCE(S) Primary Secondary	VALUE PROP(S) Customers Bank Other	ALIGNMENT Internal (Sponsors) External (Sponsors)	METRICS
HYPOTHESIS Hunch	MARKET Internal External	TECHNOLOGY	IMPACT Business Model

ACCELERATOR FOCUS



# PROBLEM PITCH RECAP



# PROBLEM PITCH SCORECARD

Constructive feedback = Better ideas!!!

PITCH			ADDITIONAL COMMENTS & QUESTIONS: (JUDGES A thru G + DC)										
#	Score	Team Lead	A	B	C	D	E	F	G	DC			
1	96	Quigley	How does Dr c	Still not sure of t	Opportunity: cust	ill-defined custom	(blank)	(blank)	Fragmented	A-			
2	120	Villano	Is there a team	need more thoug	Why or how does	tighten up proble	web bots	Good detailed nex	Very vague	A-			
3	90	Akulova	Idea is still a li	Needs to connec	Correlates to ong	pitch is very differ	(blank)	Overall great pitch	We need to i	A+			
4	90	Uphoff	Would be intere	Has she met with	Market does not c	will be interesting	more research ne	(blank)	(blank)	B+			
5	120	McDonald	(blank)	Confused on sco	Can not recall pro	"pizza tracker" co	Are you the real	Great work calling	I understand	A			
6	50	Arnau	Do we know w	I feel like they s	Great energy and	interview custom	Love this idea! G	Why would custom	Solution is h	A+			
7	90	Sultan	(blank)	Seems like they s	Talk to Russ about	huge assumptions	(blank)	(blank)	Didn't unde	B-			
8	90	Kavie	Do some inter	Has he connecte	Idea: Check out O	team should expl	(blank)	What are the top 5	Authenticati	B-			
9	90	Brynwood	(blank)	(blank)	Customers is too	bank has spent a	abstaining this o	(blank)	I thought th	B-			
10	90	Clements	Might suggest	We need them to	Why is the popul	well-defined next	(blank)	Good narrative thr	Tough spac	A			
11	90	Olen	(blank)	This is on the om	External market w	not sure this wou	I enjoyed the live	Contact Valerie ab	I can relate	B			
12	50	Higginbotham	(blank)	(blank)	Value Proposition	has not articulate	(blank)	Good breakdown o	(blank)	A-			
13	90	Harlow	(blank)	(blank)	Why does unders	facetime and othe	I have a concern	What's the proble	Business m	A			
14	50	Gamble	(blank)	(blank)	Strong, succinct p	team should dete	(blank)	Look to validate w	Forces cust	A-			
15	90	Riesterer	(blank)	we should check	Confirm customer	team should meet	(blank)	What the problem	Just do it.	A			
16	90	Dobson	Touch base wi	hmm, this is exac	Do customers view	explore existing so	(blank)	Good use of decisi	Partner with	A-			
17	140	Goldstein	(blank)	He should be on	Takes guts to pres	explore why custo	Your idea is good	Not a problem pitc	We are clos	A-			
18	120	Bartlett	Seems like the	Feels like the pro	Why is KYC labor	CPS explored a si	Talk to Lending S	(blank)	Good point	A			
19	90	Yap	(blank)	We should connec	Strongly believe in	need to clearly art	(blank)	(blank)	Elder abuse	A+			
20	120	Stensby	(blank)	(blank)	Problem was not	stensby - not yet	(blank)	(blank)	Just do it, ri	A			
21	98	Banerjee	(blank)	He needs to mee	Stensby comment	banerjee - solutio	(blank)	(blank)	Clairvoyanc	A			
22	120	Tobes	(blank)	(blank)	(blank)	would customers	(blank)	(blank)	We should	A-			
23	90	Short	I am a bit conf	(blank)	(blank)	(blank)	(blank)	Clarify problem mo	(blank)	B+			
24	120	Chowdhary	(blank)	(blank)	(blank)	(blank)	(blank)	Hunch seemed like	(blank)	C+			
25	120	Alden	(blank)	(blank)	(blank)	(blank)	(blank)	Clearly and well ar	(blank)	B+			
26	150	Sisulak	(blank)	(blank)	(blank)	(blank)	Please contact Cl	(blank)	(blank)	C+			
27	90	Heeney	(blank)	(blank)	(blank)	(blank)	This is a very nice	(blank)	(blank)	B			
28	120	Kieke	(blank)	(blank)	(blank)	(blank)	What is a focus p	Why is no one else	(blank)	C-			

# FINAL PITCHES

Wednesday – August 1<sup>st</sup> – 1 to 3 PM CST – **VIRTUAL**

Thursday – August 2<sup>nd</sup> – 1 to 4 PM CST – **LIVE** (MPLS)

1. COVER
2. TEAM
3. LEARNINGS\*
4. PROBLEM/OPPORTUNITY
5. CUSTOMERS
6. HUNCH
7. MARKET
8. SOLUTION\*
9. VALUE PROPOSITIONS\*
10. NEXT STEPS





## Q & A



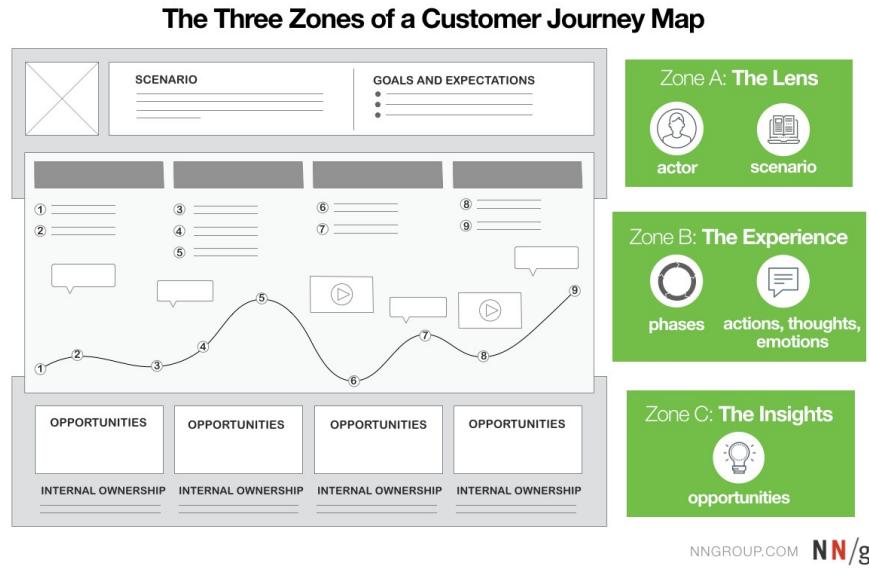
# JOURNEY MAPPING



# CUSTOMER JOURNEY MAP

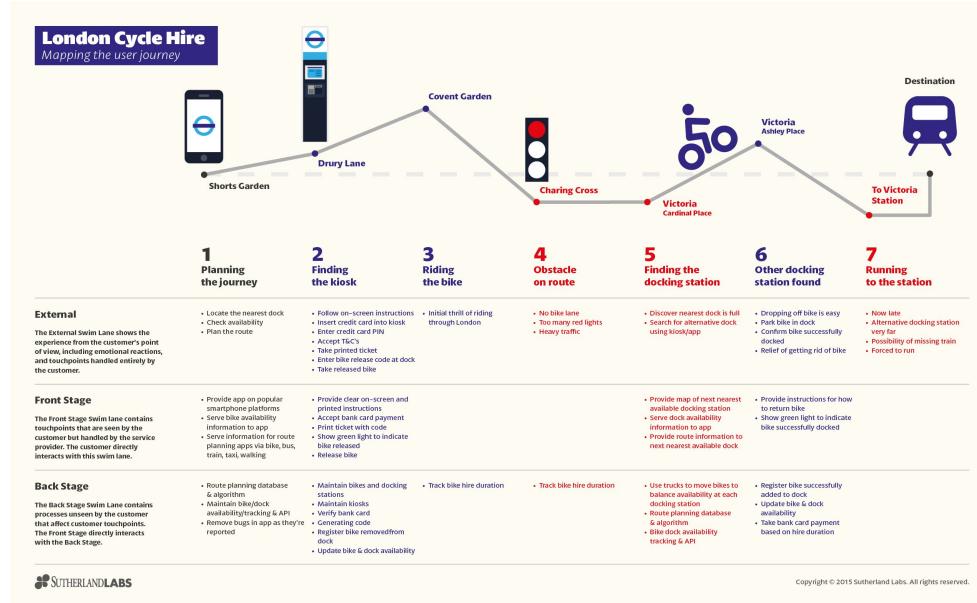
## What is a Journey Map?

A customer journey map is tool that helps you **visualize** a customers experience, both **functional** and **emotional**, as they go through a process to achieve a goal. The map can be made to examine **current state** or **future state** experiences.



# JOURNEY MAPS

## Why use them?



- Journey maps are used to **understand needs and/or pain points** in the customer experience and identify potential opportunities.
- Journey maps provide a **holistic view** of the customer experience by combining disparate data points into a visualization.
- Journey maps help **create team alignment** and stakeholder support as they combine storytelling with visualization.

# MAPPING TIPS

Considerations before mapping . . .

## The fidelity of the map

- Low fidelity maps are best used early in the process when you're identifying opportunities and create a tool for your teams work. High fidelity are better suited for sharing to larger audiences and key stakeholders.

## Hunches or research findings

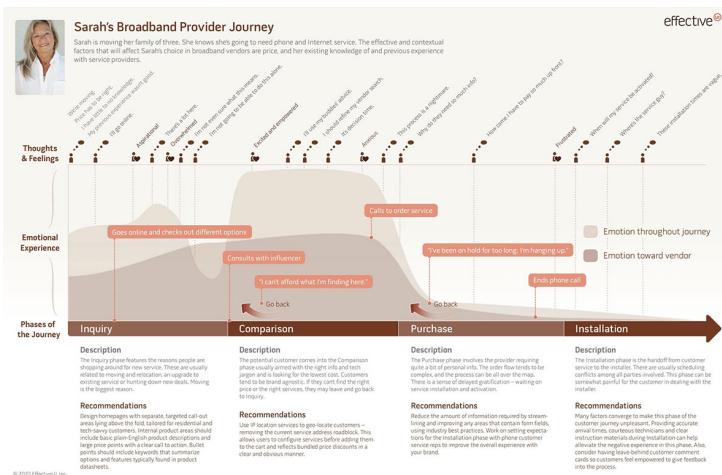
- What input will you use for your map? Maps based on hunches are good for are great for way to share existing knowledge of the team and highlight gaps which help create a research plan.
- Maps based on research findings are preferable to hunches, but they are more time and resource intensive. These maps are best used in later stages of a project when you have data from a research plan based on a hunch map.

# TIME WARP

## What place in time are you mapping for?

## **Current or Future State**

- Current state maps are good for understanding problems or needs that exist today.
  - Whereas future maps are based on an ideal state. Future maps are better for conceiving how a solution or proposed experience would feel in the future.



# MAPPING PLAYBOOK

Here are the steps needed in a (typical) journey map . . .

## Current or Future State

1. Use or create the persona you're going to be mapping the experience for.
2. Choose the experience or scenario to be mapped.
3. Create a bullet point list of customer expectations of this experience.
4. Break the experience into chunks or stages.
  - **NOTE:** *The stages will depend on the experience being mapped.*
    - For example these may be: Define, Compare, Negotiate, Select, for something like selecting a mortgage loan.
5. Map out actions the customer takes in each phase, this is what the customer is doing in the phase.
6. Along side the actions should be the related thoughts and emotions the user has through the journey. Use quotes or other supportive material when applicable, like a photo or video.
7. Create a list of needs or problems and recommendations (opportunities to explore). Depending on what type of map you're creating these will change. For example a map made from hunches will generate problems/needs and a research plan.

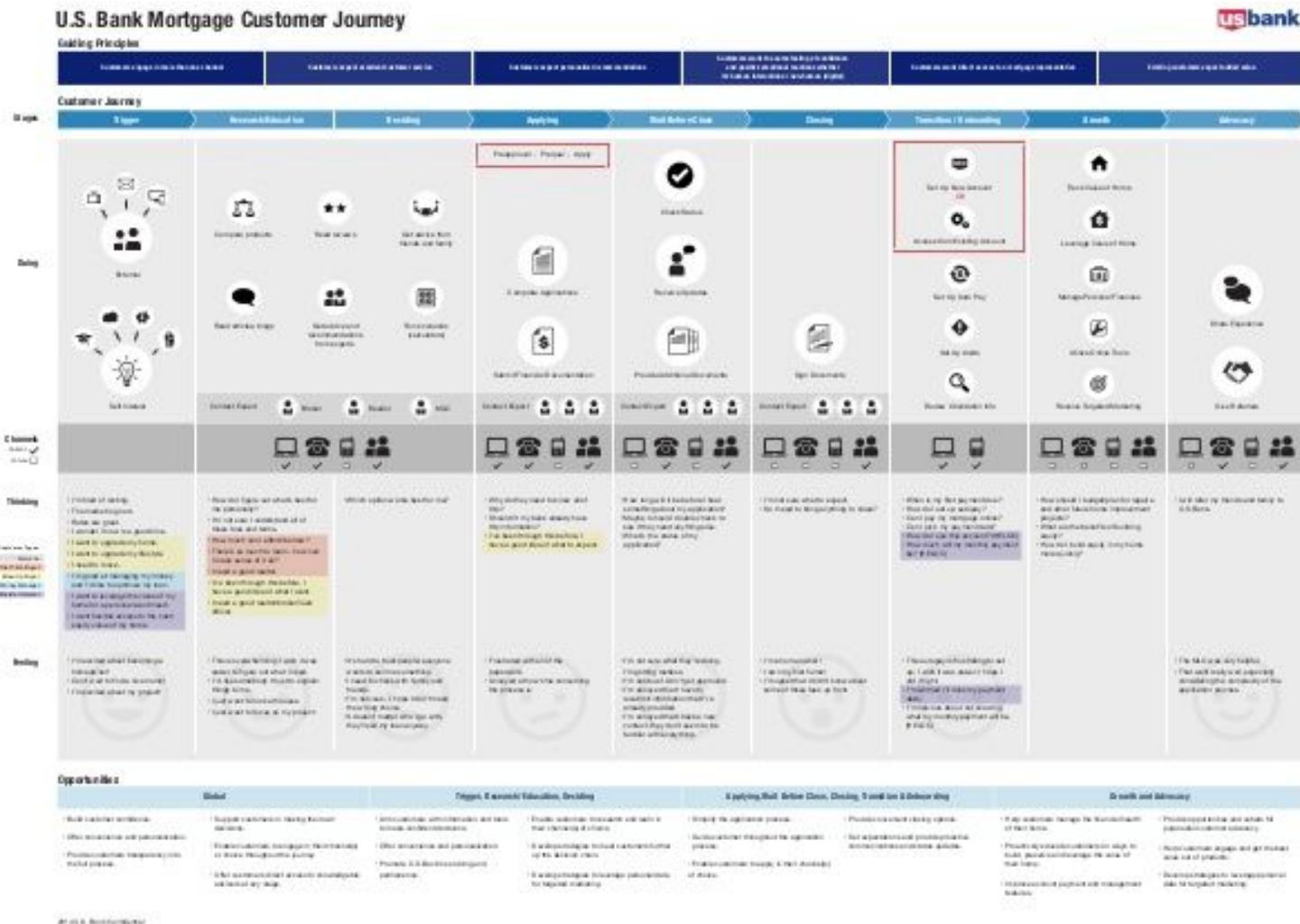
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### References:

Kaplan, Kate Nielsen Norman Group, 2016, <https://www.nngroup.com/articles/customer-journey-mapping/>. Accessed 2 May 2018.

# JOURNEY MAPS

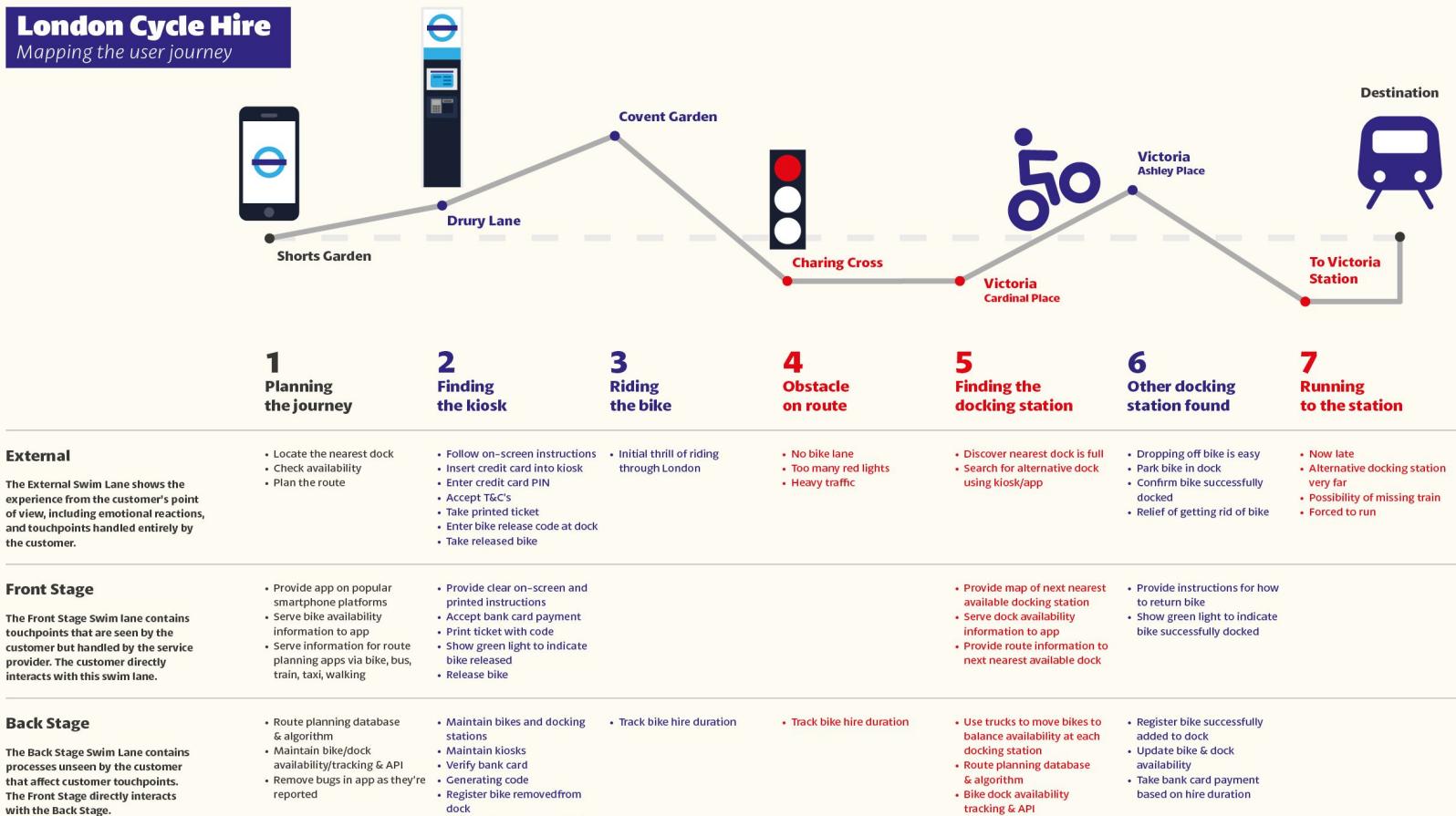
## Some solid examples . . .



<https://conversionxl.com/blog/value-proposition-examples-how-to-create/>

# JOURNEY MAPS

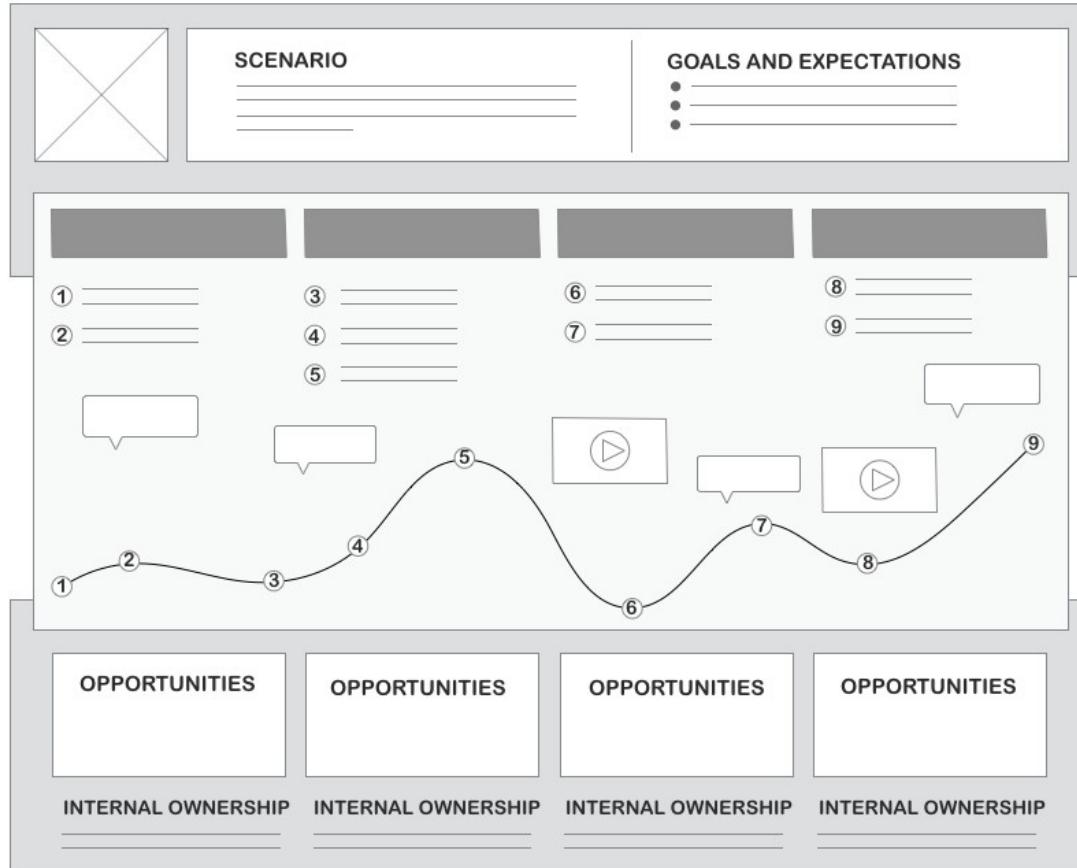
Some solid examples . . .



# JOURNEY MAPS

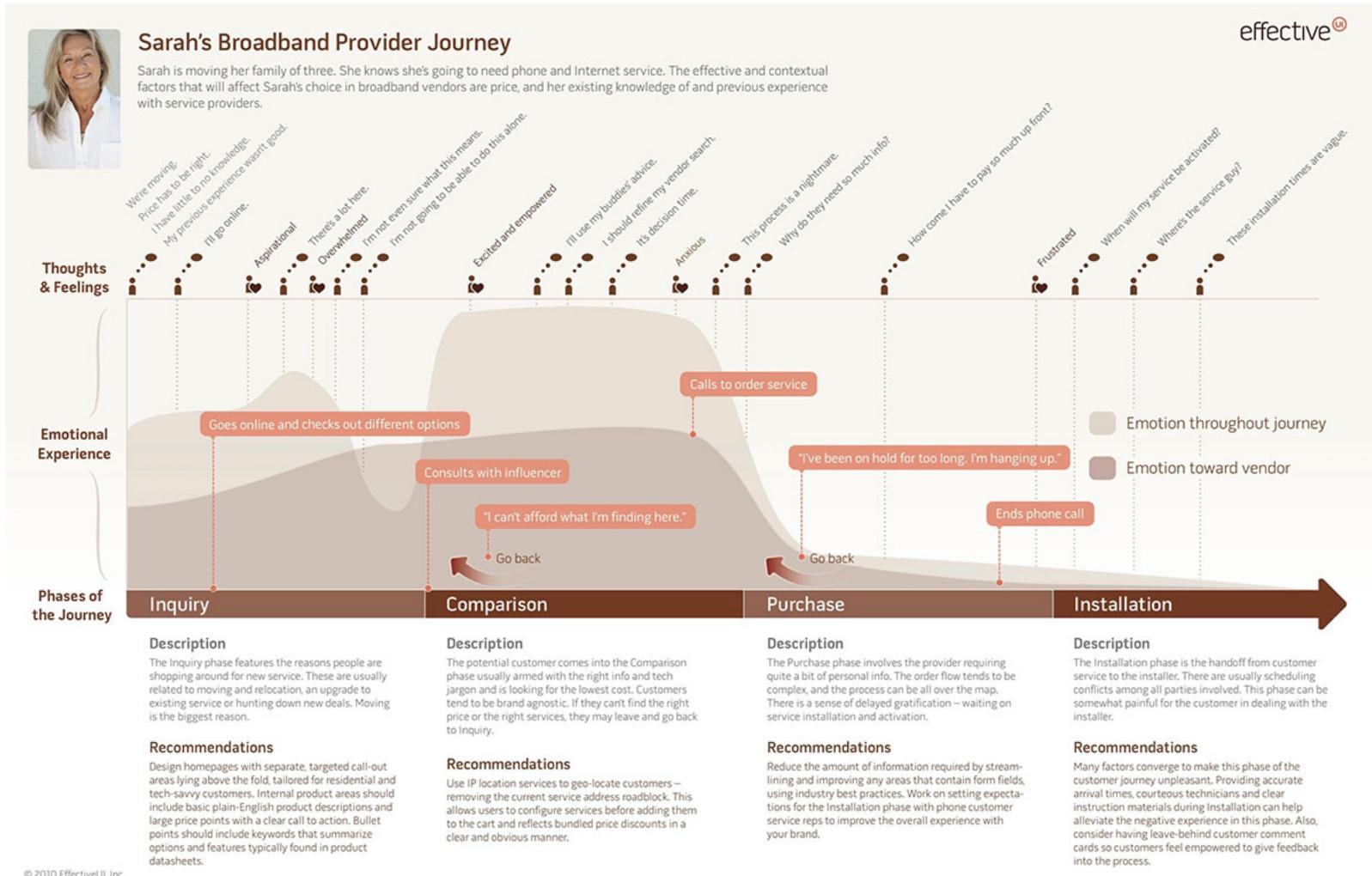
Some solid examples . . .

## The Three Zones of a Customer Journey Map



# JOURNEY MAPS

## Some solid examples . . .



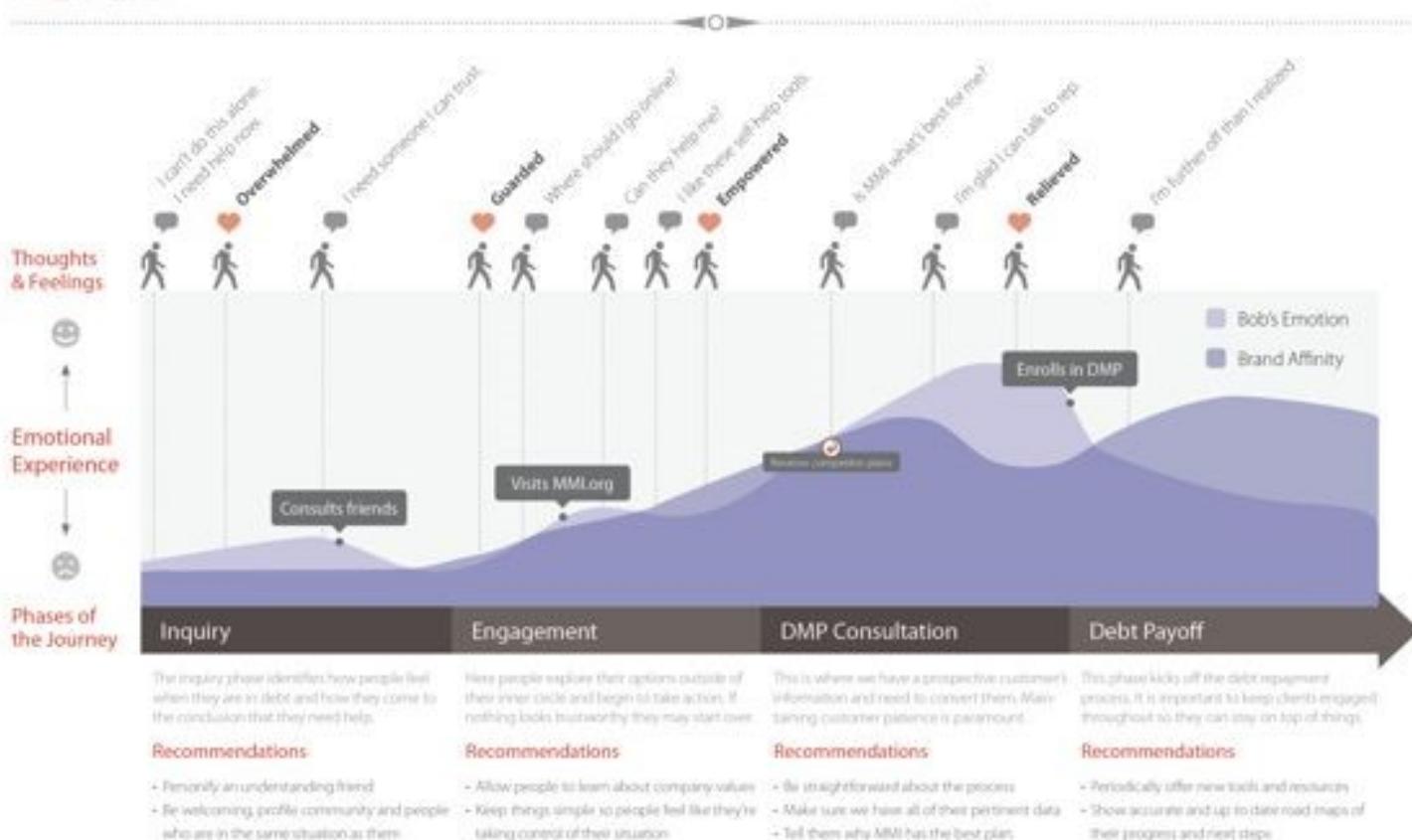
# JOURNEY MAPS

Some solid examples . . .



## Bob's Debt Management Journey

Bob has nearly \$20,000 in credit card debt and is overwhelmed with the payments and managing all his different creditors. He is getting behind on his mortgage payments and is in danger of losing his home if he doesn't find a solution to his financial problems soon.





## Q & A



# OPEN DISCUSSION





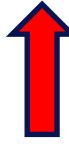
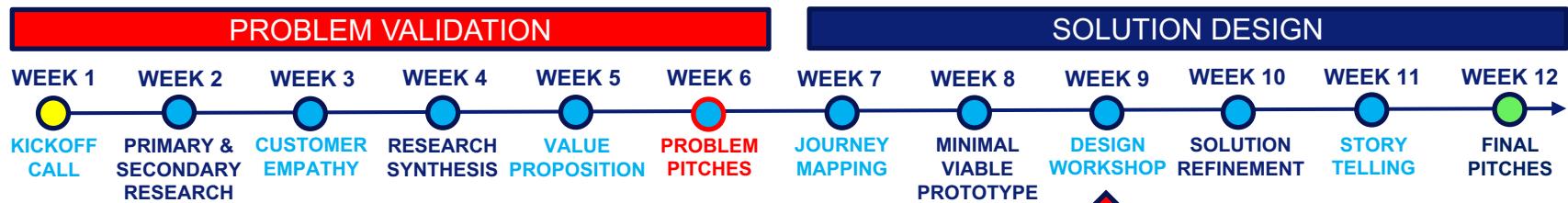
# KEY DATES



# PROGRAM OUTLINE



## IIR ACCELERATOR JOURNEY



**WED**

July 11 = Live (45+)

**THU**

July 12 = Virtual (25+)



# KEY ACCELERATOR DATES

PRE CALL 1 – WED – APRIL 18 = **INTRO WORKSHOP – 3 HRS**

PRE CALL 2 – WED – APRIL 25 = Secondary Research *[Optional]*

PRE CALL 3 – WED – May 2 = Primary Research *[Optional]*

**WEEK 1** – WED – MAY 9 = **KICKOFF CALL – 2 HRS**

**WEEK 2** – WED – MAY 16 = **Research**

**WEEK 3** – WED – MAY 23 = **Empathy**

**WEEK 4** – WED – MAY 30 = **Synthesis**

**WEEK 5** – WED – JUNE 6 = **Value Propositions**

**WEEK 6** – WED – JUNE 13 = **PROBLEM PITCHES – TBD**

**WEEK 7** – WED – JUNE 20 = **Journey Mapping** 

**WEEK 8** – WED – JUNE 27 = **M.V.P. & Experimentation**

**\*\*\* JULY 4TH WEEK = OFF / BREAK \*\*\***

**WEEK 9** – WED – JULY 11 & 12 = **DESIGN WORKSHOP – 8 and 4 HRS**

**WEEK 10** – WED – JULY 18 = **Solution Refinement**

**WEEK 11** – WED – JULY 25 = **Story Telling**

**WEEK 12** – WED – AUGUST 1 = **FINAL PITCHES – TBD**

**SHARKTANK(S)** – AUGUST 1+ = **PITCH TO LEADERS / CULTIVATE (TBD)**

YOU  
ARE  
HERE

April 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

May 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

June 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

August 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4

MEETINGS:

MAIN = WED – 1 PM CST / MAKE-UP = THUR – TBD / “OFFICE HOURS”



# ACTION ITEMS



# ACTION ITEMS: WEEK 7



## **Load Problem Pitch file to your IIR team Sharepoint site.**

Please load the file that you used last week for the Problem Pitches to your teams Sharepoint site.



## **Idea Place**

Please take 15 minutes and update your Idea Place team site to reflect where you are in your journey – AND – to help make sure you are in the right “phase” of the process.



## **RSVP to Design Workshop**

Please confirm which upcoming Design Workshop you can attend = Live in MPLS or virtual the following day.



## **Journey Mapping**

Please draw up a “current state” journey map for your primary customer / project.  
OPTIONAL: To also draw up a basic “future state” journey map for the same.



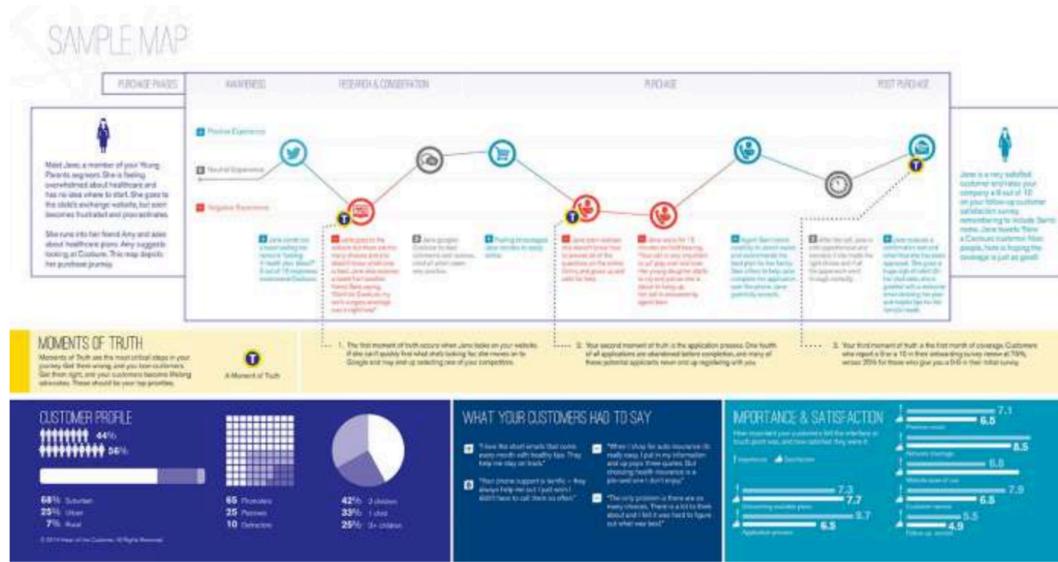


# INNOVATION INSPIRATION



# SAMPLE MAPS

Lots of formatting options . . .



- <https://conversionxl.com/blog/customer-journey-mapping-examples/>
- <http://blog.uxeria.com/en/10-most-interesting-examples-of-customer-journey-maps/>
- <https://www.mycustomer.com/experience/engagement/nine-sample-customer-journey-maps-and-what-we-can-learn-from-them>



## WRAP UP & WHAT'S NEXT



# COACHING HOURS

Please email to reserve time . . .

COACH	MON	TUE	WED	THU	FRI	EMAIL
Dakota	11 – 1 PM	E	2 – 3 PM	10 – 11 AM	1 – 3 PM	dakota.crow@usbank.com
Valerie	E	9 – 10 AM	11 – 12 PM	2 – 3 PM	E	valerie.lancelle@usbank.com
John	E	10 – 12 PM	E	10 – 12 PM	E	john.kaiser@wesleys.io
Matt	E	E	E	E	11 – 12 PM	matthew.born@usbank.com
Russ	E	E	E	E	E	rohit.gowda@usbank.com



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## NEXT CALL – WEEK 8

Wednesday – June 27<sup>th</sup> – 1 PM CST

**MINIMAL VIABLE PROTOTYPE [M.V.P.]**