

Innovator In Residence

AT **usbank.**

WEEK 7

JOURNEY MAPPING

Building our future through innovation.

06.20.18



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]



HELLO & INTROS

INTRODUCTIONS

2018 SPRING COHORT



FOUNDER	HOME
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Christy Bartlett	MN
Sanjib Banerjee	GA
Andrew McDonald	OR
Christina Stensby	MN
Gus Tobes	CA
Eileen Alden	CA
Ritu Chowdhary	MN
Isaac Riesterer	OR
Andrew Kavie	MN
Adam Goldstein	MN
Shawn Higginbotham	MO

FOUNDER	HOME
---------	------

Theodore Gamble	MN
Michael Villano	CA
Christa Lee Brynwood	WI
Robert Quigley	OH
Joanna Yap	NY
Brett Heeney	WI
Awais Sultan	IL
Kristi Uphoff	MN
Andrew Sisulak	MN
Jannine Dobson	WI
Jerry Anderson	WI

FOUNDER	HOME
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Kristin Clements	FL
Claire Harlow	FL
Emily Arnau	IL
Mark Olen	WI
Michael Short	FL
Tatiana Akulova	MN

A blue geometric graphic consisting of several overlapping squares and rectangles, creating a 3D effect, located on the left side of the slide.

TOOLBOX CHECK-IN



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

A blue geometric graphic consisting of several overlapping squares and rectangles, creating a 3D effect, located on the left side of the slide.

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	A+
4	90	Uphoff	Would be inte	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 understood	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 k	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 popula	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 c	(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 mee	(blank)	What the problem	Just do it.	A
16	90	Dobson	Touch base wi	hmm, this is exa	Do customers vie	explore existing s	(blank)	Good use of decis	Partner with	A-
17	140	Goldstein	(blank)	He should be on	Takes guts to pres	explore why cust	Your idea is good	Not a problem pit	We are clos	A-
18	120	Bartlett	Seems like the	Feels like the pro	Why is KYC labor i	CPS explored a sir	Talk to Lending S	(blank)	Good point	A
19	90	Yap	(blank)	We should conn	Strongly believe in	need to clearly ar	(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 m	(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 1st– 1 to 3 PM CST – **VIRTUAL**

Thursday – August 2nd– 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

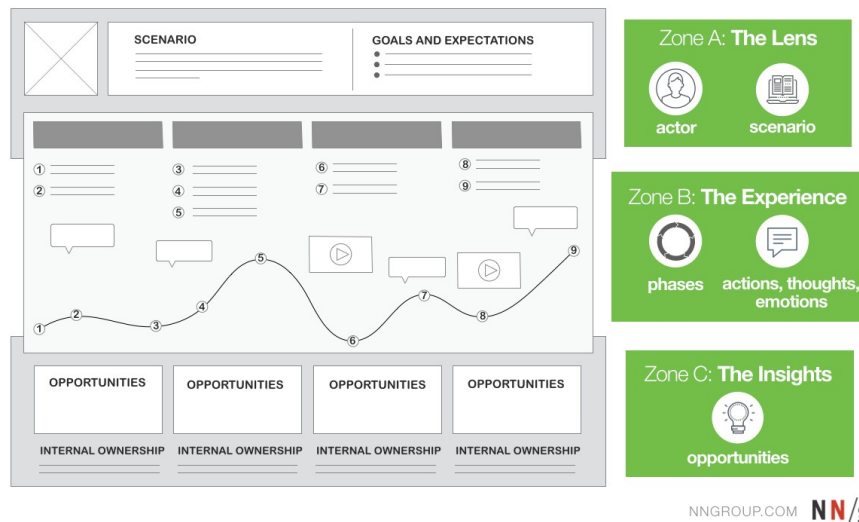


CUSTOMER JOURNEY MAP

What is a Journey Map?

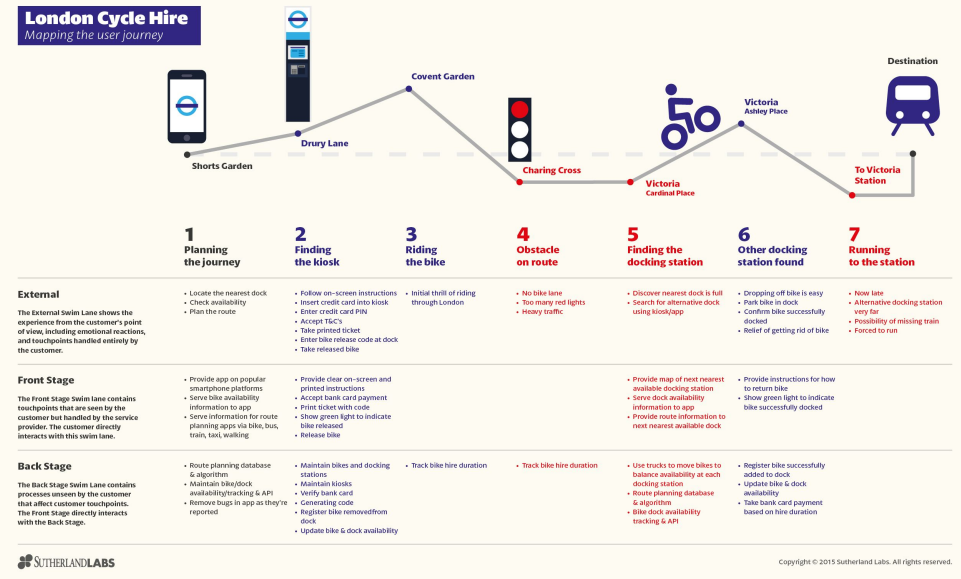
A customer journey map is tool that helps you **visualize** a customers experience, both **functional** and **emotional**, as they go through a process to achieve a goal. The map can be made to examine **current state** or **future state** experiences.

The Three Zones of a Customer Journey Map



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.



What place in time are you mapping for?

- 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.

JOURNEY MAPS

Some solid examples . . .

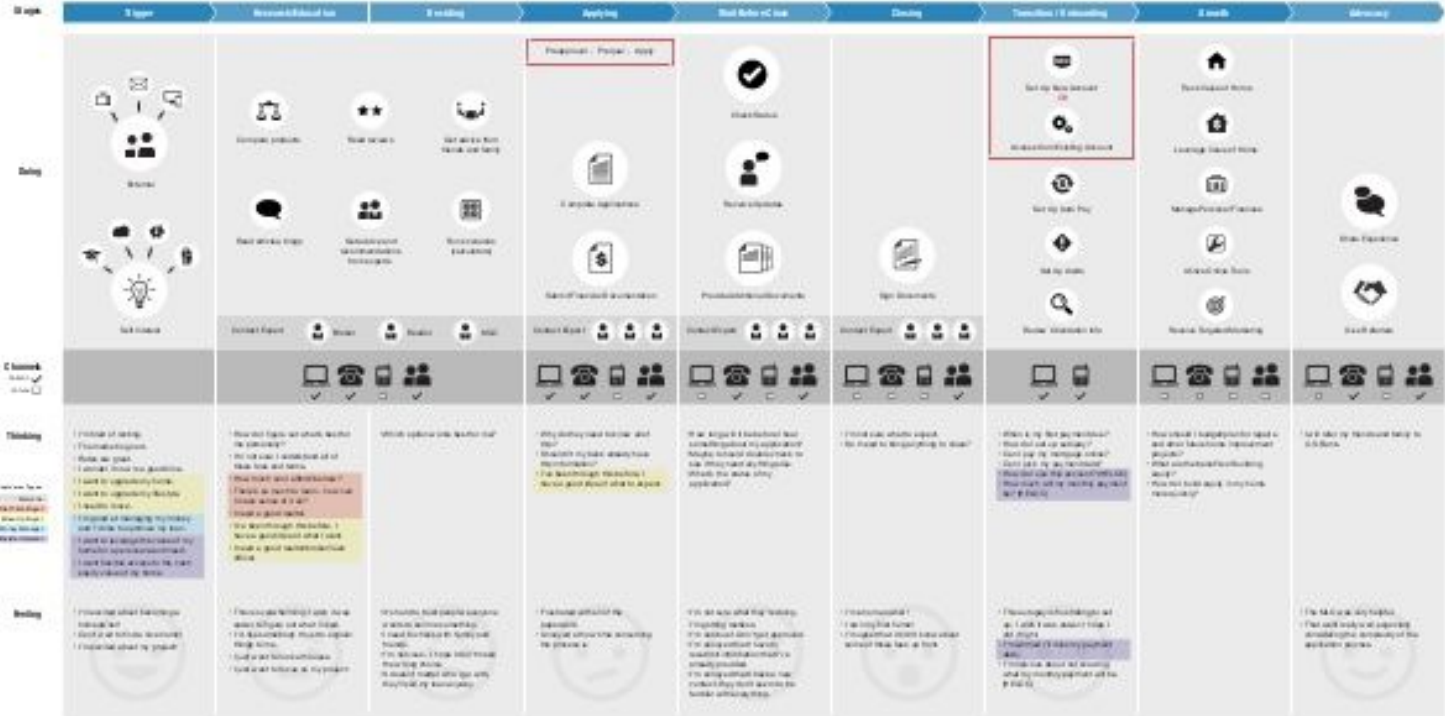
U.S. Bank Mortgage Customer Journey



Guiding Principles

Understand your customer's needs and expectations	Understand your customer's needs and expectations	Understand your customer's needs and expectations	Understand your customer's needs and expectations	Understand your customer's needs and expectations	Understand your customer's needs and expectations
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Customer Journey



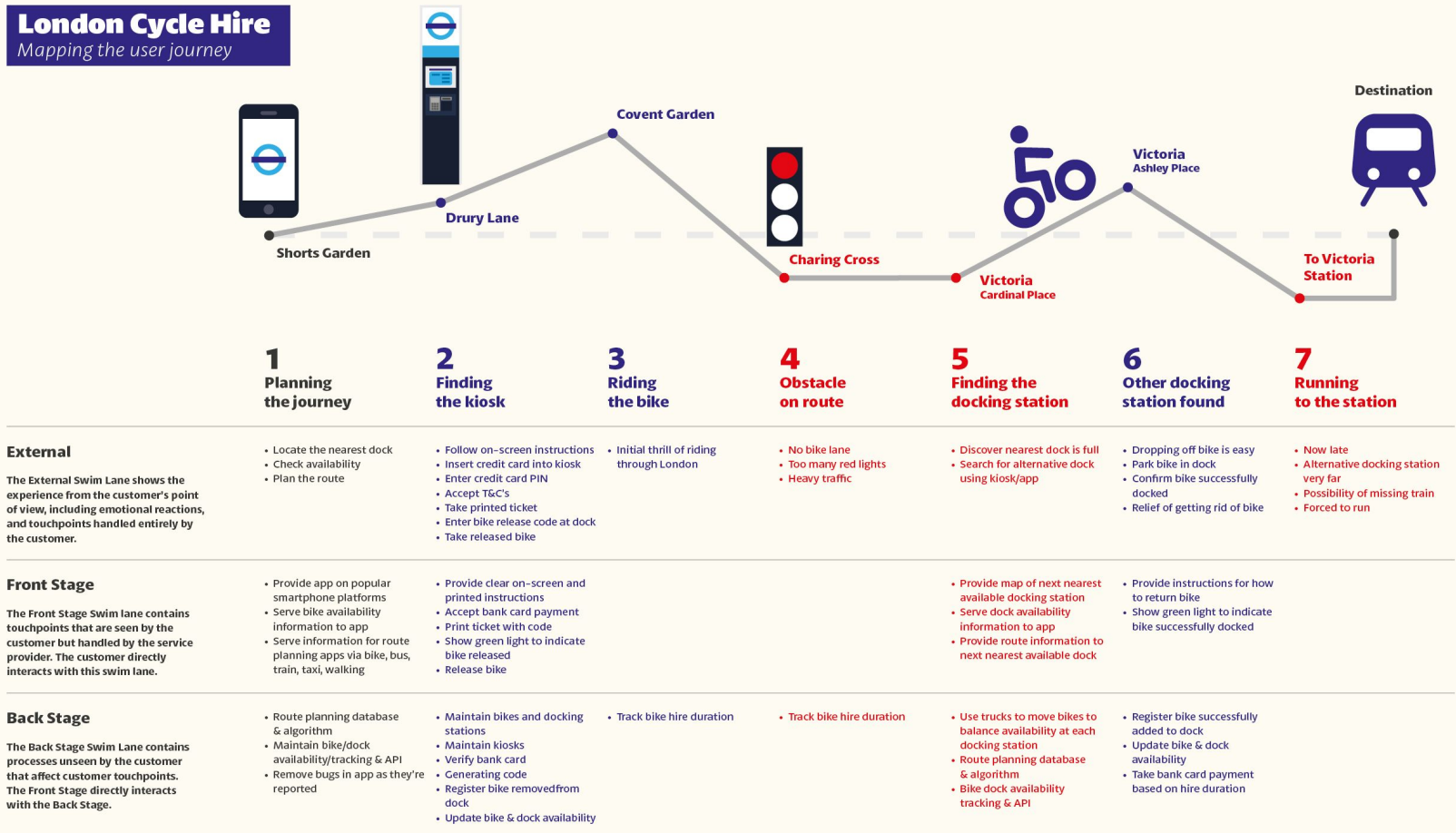
Opportunities

Opportunity	Trigger, Research/Discovery, Considering	Applying, Start Before Close, Closing, Transition / 1st servicing	2 weeks and Delighting
Build customer relationships	Understand customer needs and expectations	Understand customer needs and expectations	Understand customer needs and expectations
Offer personalized recommendations	Understand customer needs and expectations	Understand customer needs and expectations	Understand customer needs and expectations
Provide customer support and assistance	Understand customer needs and expectations	Understand customer needs and expectations	Understand customer needs and expectations
Offer customer education and training	Understand customer needs and expectations	Understand customer needs and expectations	Understand customer needs and expectations
Offer customer feedback and surveys	Understand customer needs and expectations	Understand customer needs and expectations	Understand customer needs and expectations
Offer customer rewards and incentives	Understand customer needs and expectations	Understand customer needs and expectations	Understand customer needs and expectations
Offer customer referrals and testimonials	Understand customer needs and expectations	Understand customer needs and expectations	Understand customer needs and expectations
Offer customer testimonials and reviews	Understand customer needs and expectations	Understand customer needs and expectations	Understand customer needs and expectations
Offer customer testimonials and reviews	Understand customer needs and expectations	Understand customer needs and expectations	Understand customer needs and expectations
Offer customer testimonials and reviews	Understand customer needs and expectations	Understand customer needs and expectations	Understand customer needs and expectations

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JOURNEY MAPS

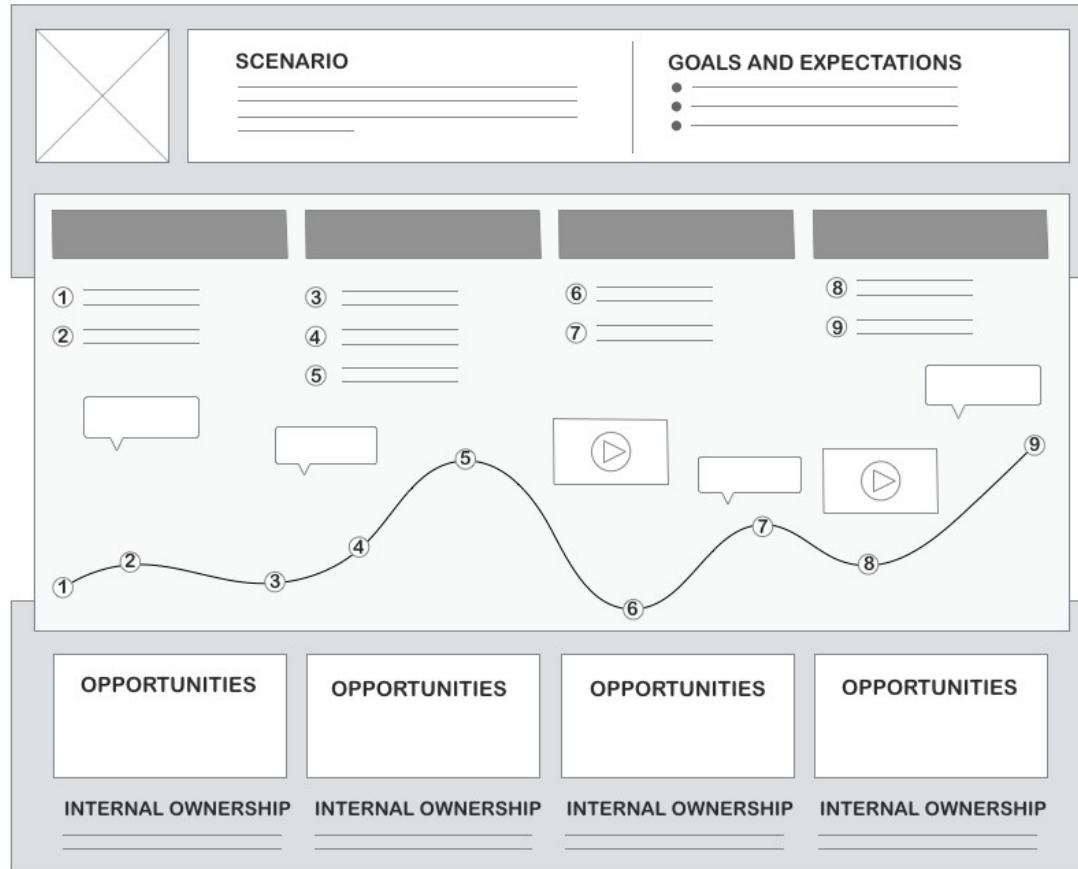
Some solid examples . . .



JOURNEY MAPS

Some solid examples . . .

The Three Zones of a Customer Journey Map



NNGROUP.COM **NN/g**

JOURNEY MAPS

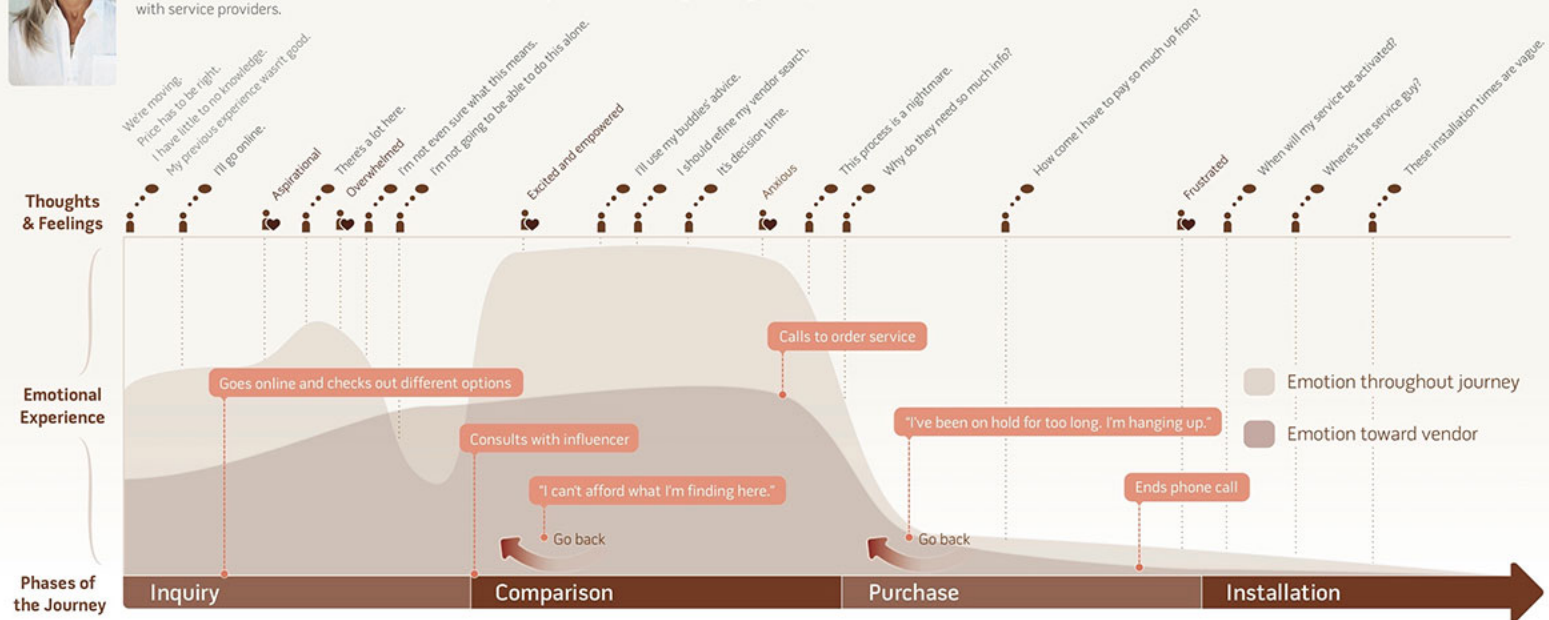
Some solid examples . . .



Sarah's Broadband Provider Journey

Sarah is moving her family of three. She knows she's going to need phone and Internet service. The effective and contextual factors that will affect Sarah's choice in broadband vendors are price, and her existing knowledge of and previous experience with service providers.

effective[®]



Description

The Inquiry phase features the reasons people are shopping around for new service. These are usually related to moving and relocation, an upgrade to existing service or hunting down new deals. Moving is the biggest reason.

Recommendations

Design homepages with separate, targeted call-out areas lying above the fold, tailored for residential and tech-savvy customers. Internal product areas should include basic plain-English product descriptions and large price points with a clear call to action. Bullet points should include keywords that summarize options and features typically found in product datasheets.

Description

The potential customer comes into the Comparison phase usually armed with the right info and tech jargon and is looking for the lowest cost. Customers tend to be brand agnostic. If they can't find the right price or the right services, they may leave and go back to Inquiry.

Recommendations

Use IP location services to geo-locate customers—removing the current service address roadblock. This allows users to configure services before adding them to the cart and reflects bundled price discounts in a clear and obvious manner.

Description

The Purchase phase involves the provider requiring quite a bit of personal info. The order flow tends to be complex, and the process can be all over the map. There is a sense of delayed gratification—waiting on service installation and activation.

Recommendations

Reduce the amount of information required by streamlining and improving any areas that contain form fields, using industry best practices. Work on setting expectations for the Installation phase with phone customer service reps to improve the overall experience with your brand.

Description

The Installation phase is the handoff from customer service to the installer. There are usually scheduling conflicts among all parties involved. This phase can be somewhat painful for the customer in dealing with the installer.

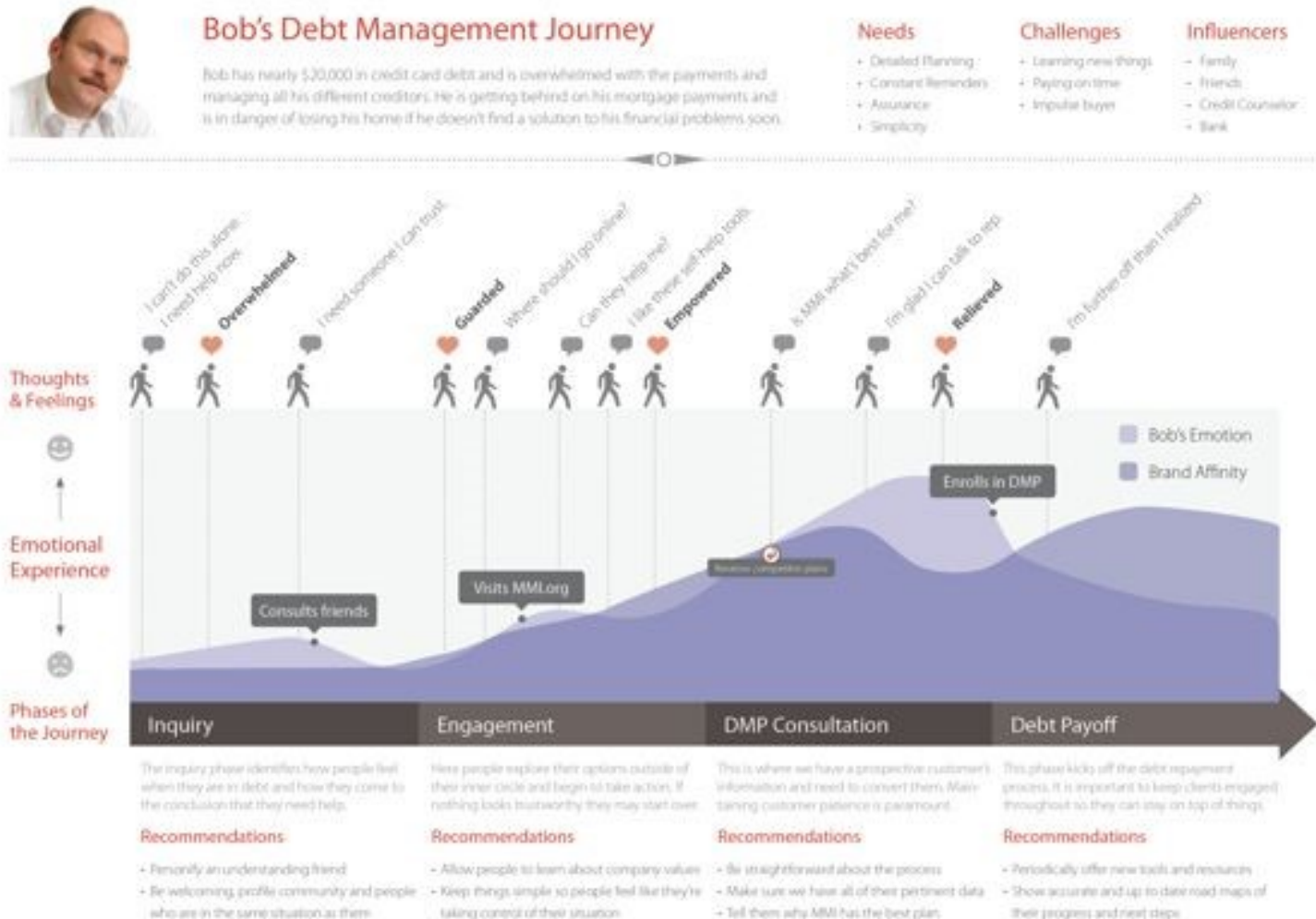
Recommendations

Many factors converge to make this phase of the customer journey unpleasant. Providing accurate arrival times, courteous technicians and clear instruction materials during Installation can help alleviate the negative experience in this phase. Also, consider having leave-behind customer comment cards so customers feel empowered to give feedback into the process.

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JOURNEY MAPS

Some solid examples . . .





Q & A





OPEN DISCUSSION





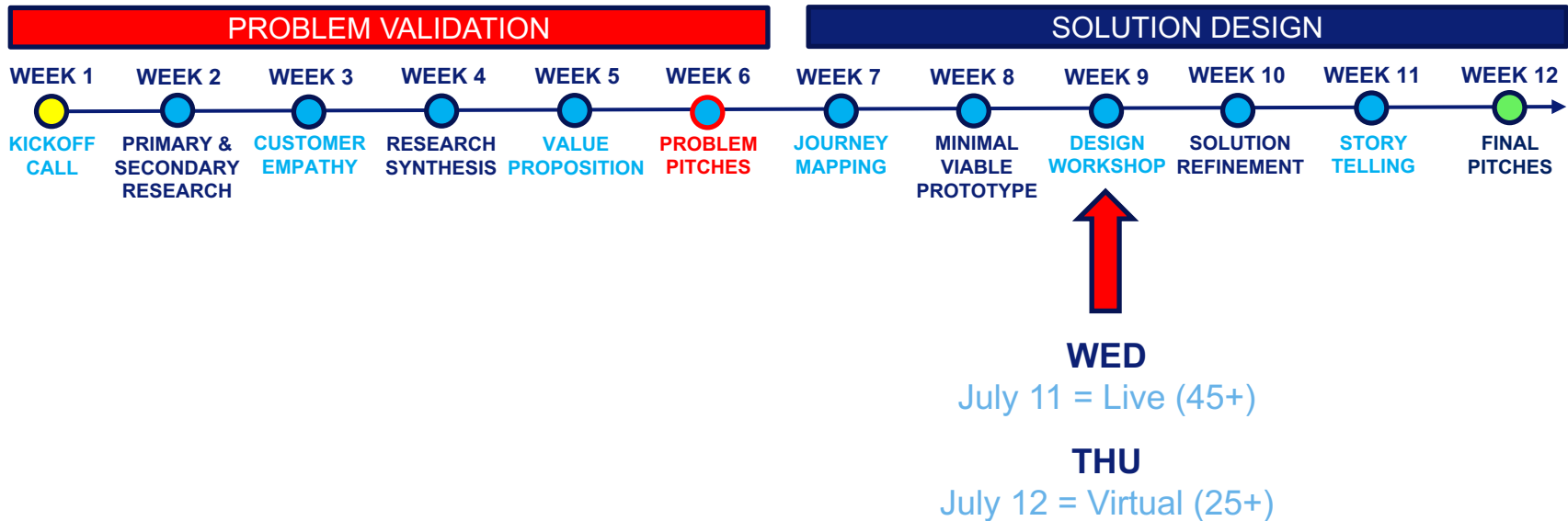
KEY DATES



PROGRAM OUTLINE



IIR ACCELERATOR JOURNEY



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.



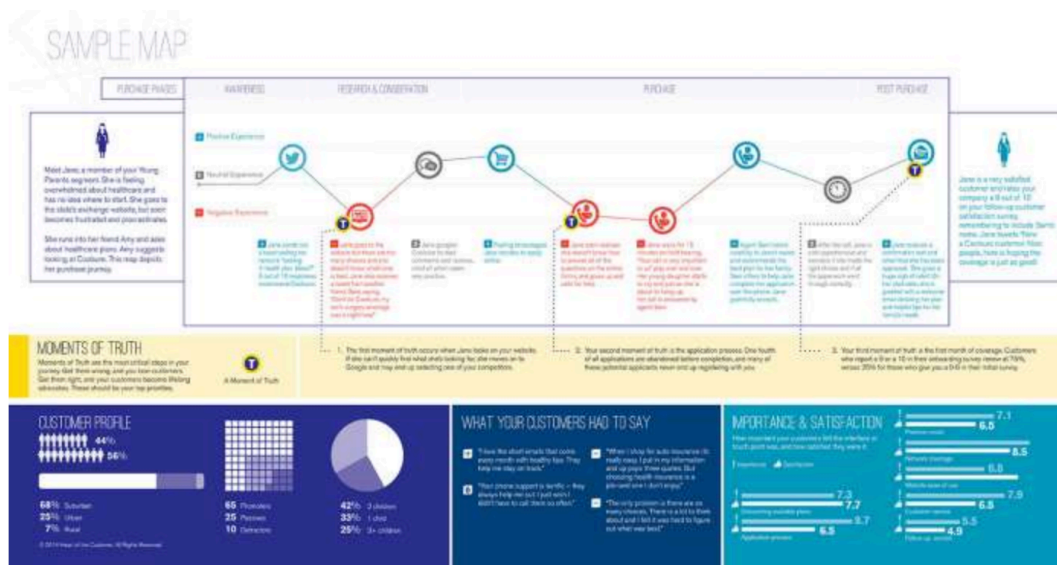


INNOVATION INSPIRATION



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	rohith.gowda@usbank.com





NEXT CALL – WEEK 8

Wednesday – June 27th – 1 PM CST

MINIMAL VIABLE PROTOTYPE [M.V.P.]

