WORKSHOP

Build Engaging Solutions Across Power Platform Using Human-Centered Design Principles

Job mapping

Alexandra Lee

Principal Research Manager
Power Platform

Individual Activity (15 mins)

Job mapping part 1:

- Transfer your job stories to post-its (1 per job/idea)
- Think about the steps around the job being performed, (these are your categories)
- Map the post-its to categories

TIPS: think about

- Actors (job performer)
- Key end-to-end scenarios (use case)
- Product phases (capabilities)
- Touchpoints and workflows – terms of interaction
- Opportunities – how we might address pain points

What is a journey map?

- A journey map supports an **alignment** of **human-centered design** and **business objectives** from the perspective of a specific user type(s), to illustrate the role design plays in helping business leaders and stakeholders reach those objectives.

- It captures the **broader context** in which a product is used. It helps us see gaps, areas of risk (e.g. for churn), and opportunities in the touchpoints that we might otherwise neglect.

What is a journey map?

- **Why is it important?** It captures the **broader context** in which a product is used.
- By highlighting user experiences that exist outside of what we have in the product today, we can understand **external influences** that affect how users interact with our product.
- It helps us see gaps, areas of risk (e.g. for churn), and opportunities in the touchpoints that we might otherwise neglect.

How does a journey map relate to JTBD?

- JTBD is a framework that provides a **lens** through which to understand **value** creation.

- Understanding the **broader context** of product usage (i.e. social and emotional jobs), in additional to functional jobs, can bring coherence and clarity to **reduce transitional volatility** in our products. Journey maps can paint a thousand words in one key frame, enabling our teams to **consume complex data** more easily.

Job canvas

JTBD / Mental model												
Functional												
Social												
Emotional												
Desired Outcomes												
Actors												
Phases	**Push**	**Pull**	**Define**	**Locate**	**Prepare**	**Confirm**	**Execute**	**Monitor**	**Modify**	**Conclude**	**Review**	**Purchase**
Tools/ touch points												
Pain points/ Opportunities												

Job Map components

1. **Job stories** may comprise of functional, social (how they are perceived externally), and emotional jobs (how they feel).

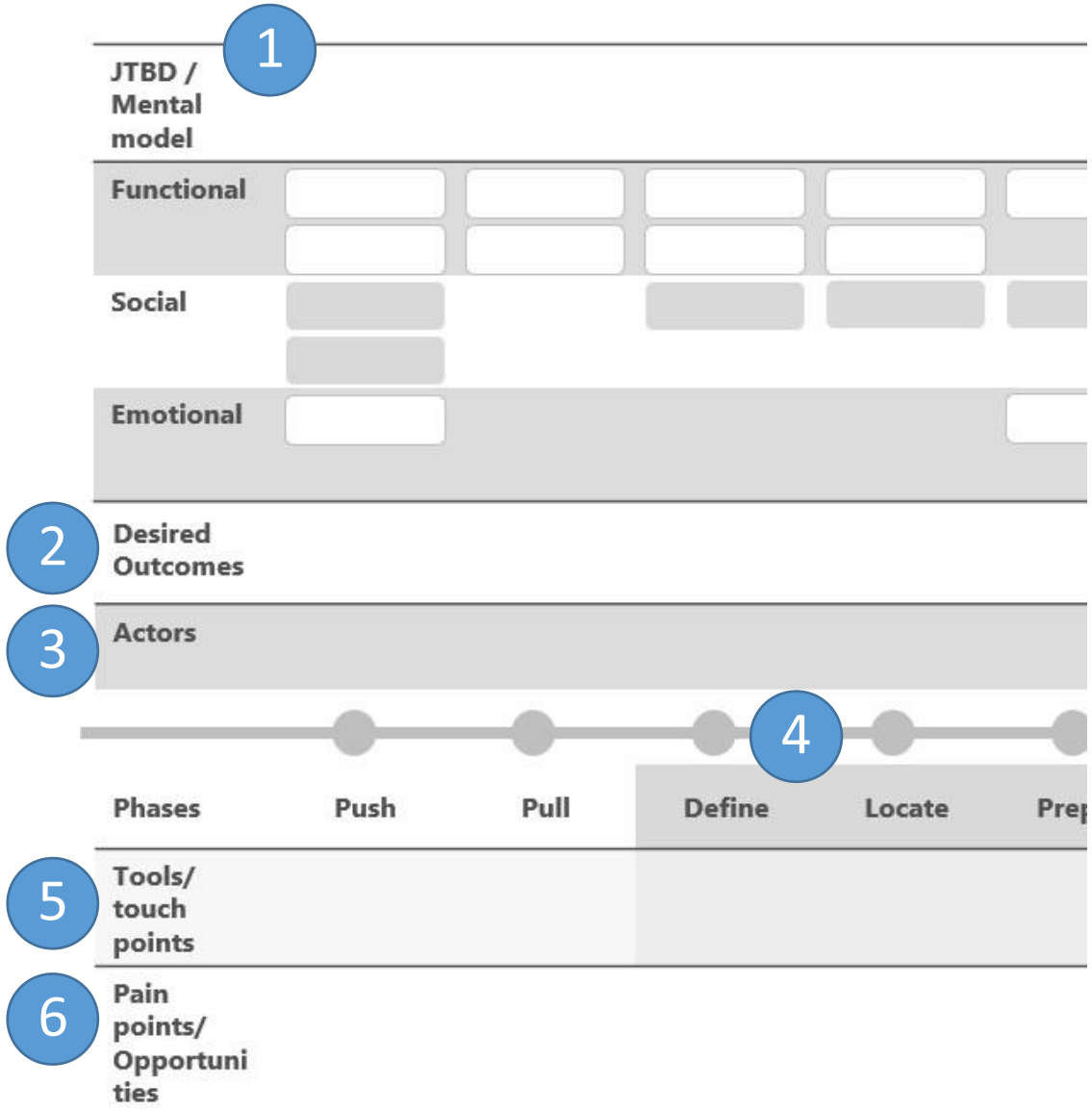
2. **Desired outcomes** describe what problem will be solved when a job is done successfully.

3. **Actors** are primary user types for each job, and other stakeholders who are vested in getting that job done.

4. Each product has a distinct set of **phases** that typically begin after a user has determined a need to hire a product to get a job done. As such, the journey map extends beyond the in-product experience to capture the broader context.

5. **Touchpoints** describe a typical workflow of how a user does a job. Similarly, what **tools** they use for getting each job done can go here.

6. **Pain points** a user experiences, and **opportunities**.



1 Identify the job

2 Understand the context in which the job happens

3 Deconstruct the job into its parts

JTBD / Mental model												
Functional												
Social												
Emotional												
Desired outcomes												
Actors												
Phases (adapt to each product)	Push	Pull	Define	Locate	Prepare	Confirm	Execute	Monitor	Modify	Conclude	Review	Purchase
Touch points												
Tools												
Pain points												
Opportunities												

Individual Activity (20 mins)

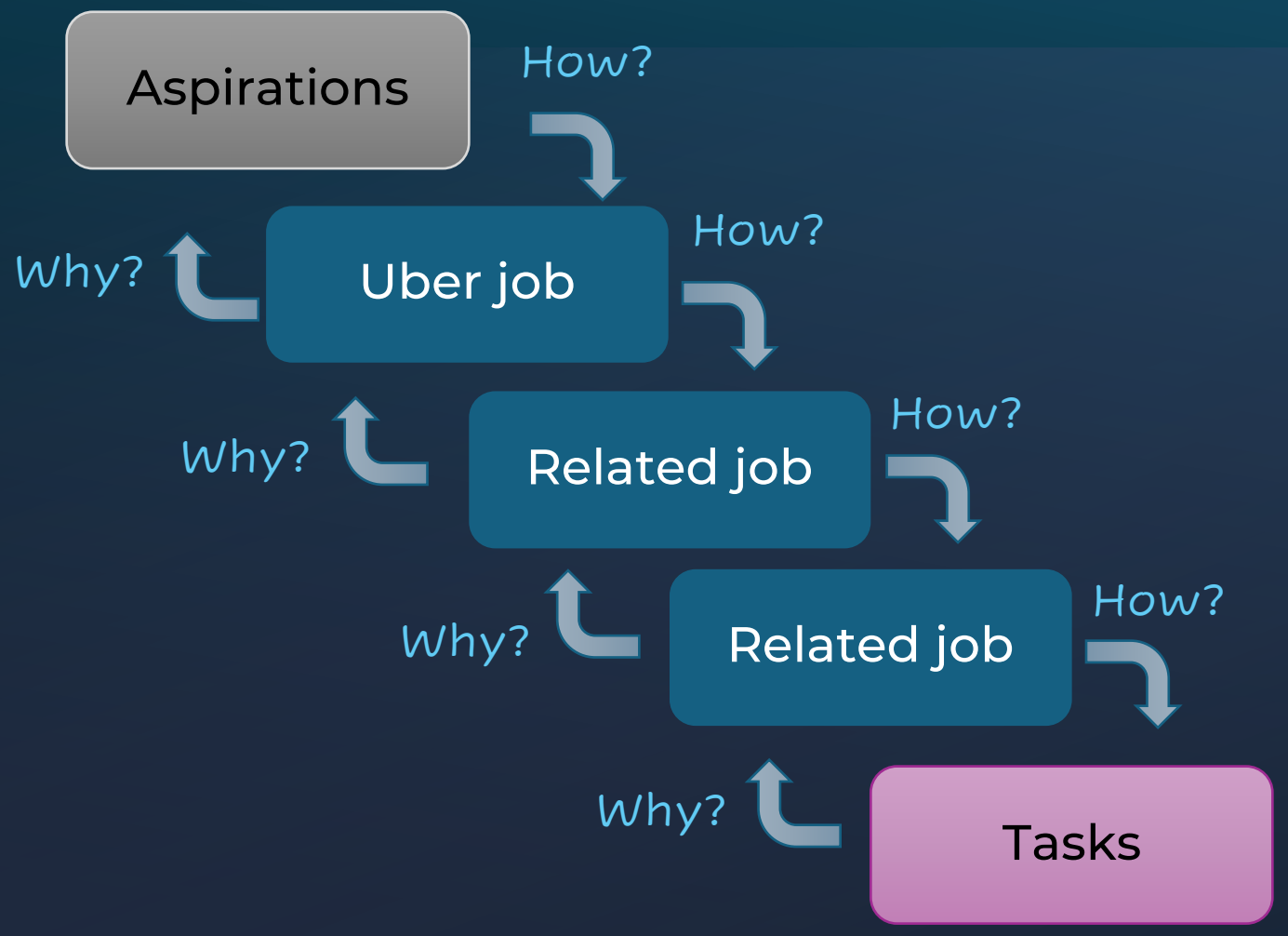
Job Mapping Part 2: Related jobs

Overlay the Power Platform's core jobs onto the known jobs you want to solve

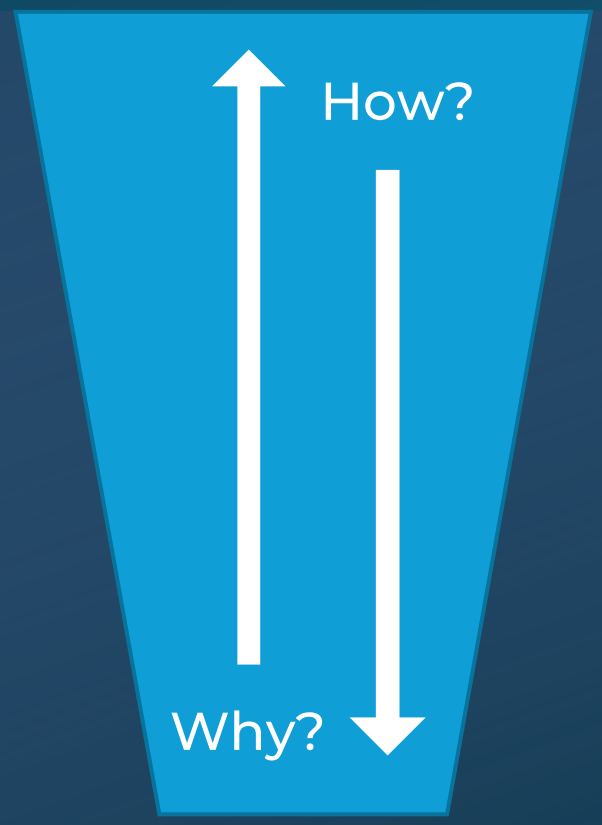
Think about

- Touchpoints and workflows – one to one, one to many, many to one
- Where could AI help?
- What are the biggest blockers? (not just functional, but can also be social and emotional in nature)

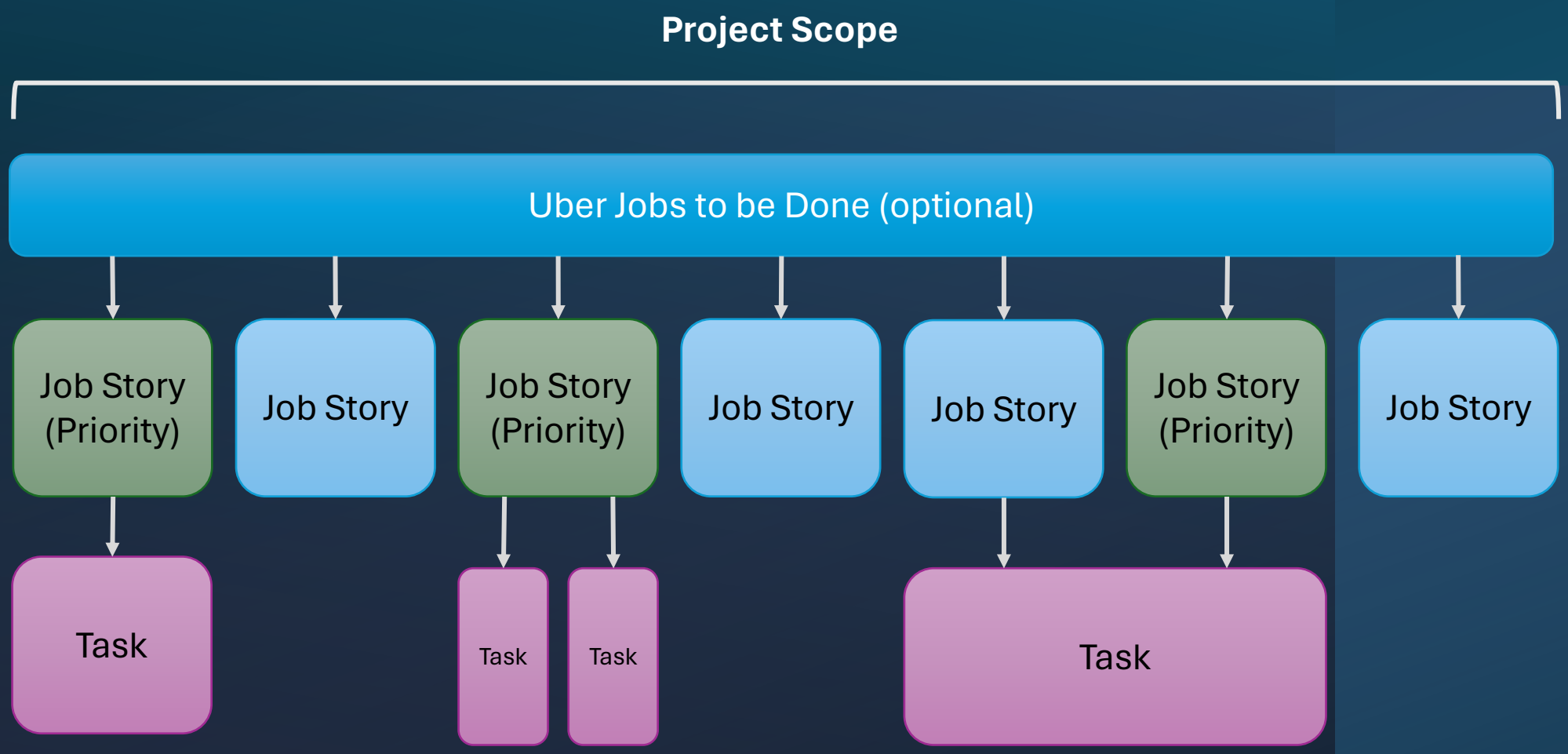
Altitude of jobs



Ask “Why & How” to determining job level



Job hierarchy



Group Share (15 mins)

Job Mapping Part 3: Jobs to Capabilities

Flip the Power Platform cards with product capabilities side facing up.

Think about

- Any “A-ha” moments
- What surprised you?
- What are your blockers if you were to implement the idea tomorrow?