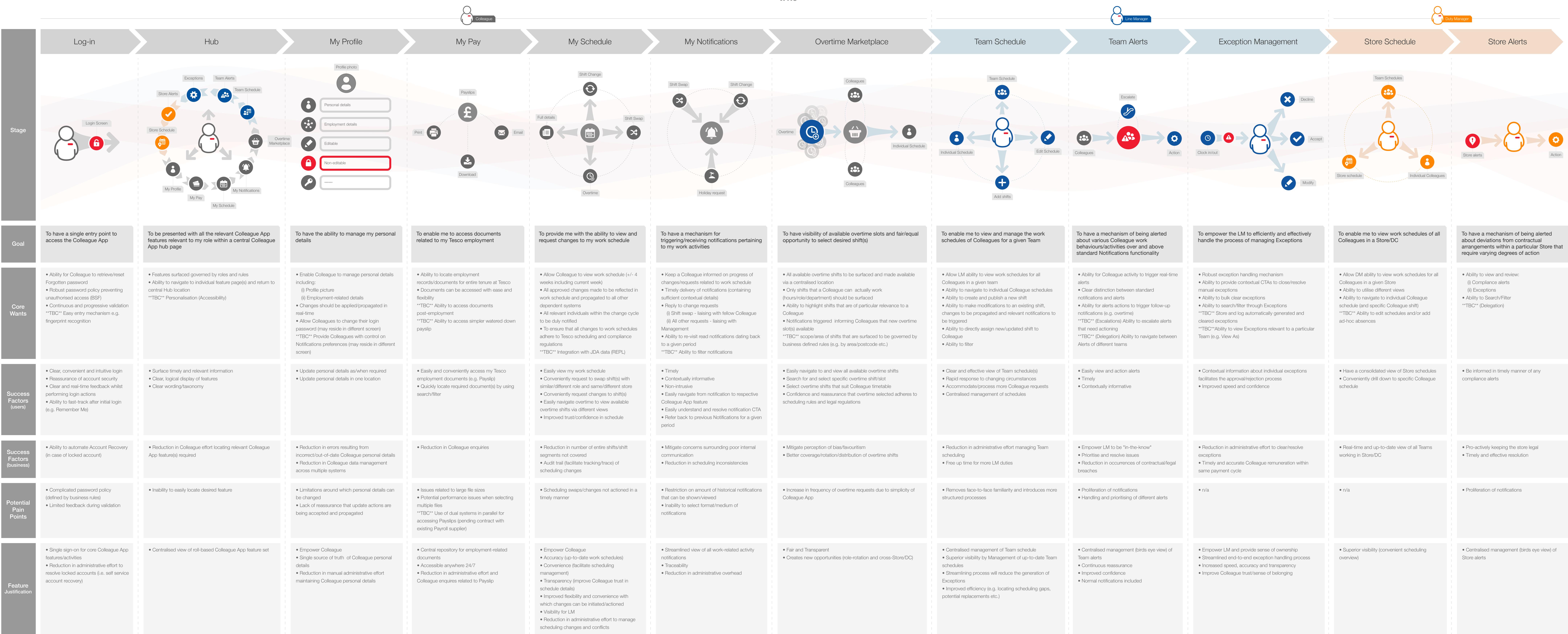


HCM Colleague App

L.0 | User Experience Map v.1.0



User Experience Map compiled and developed by Spindrift Group for the HCM Colleague App project | July 2016 © All rights reserved

Information sources: Non-directed interviews, focus groups, contextual enquiry, heuristic review, expert review, industry analysis, touch-point analysis, user journey mapping, app structure mapping, industry insights

Project partners: Tesco PLC, Oracle