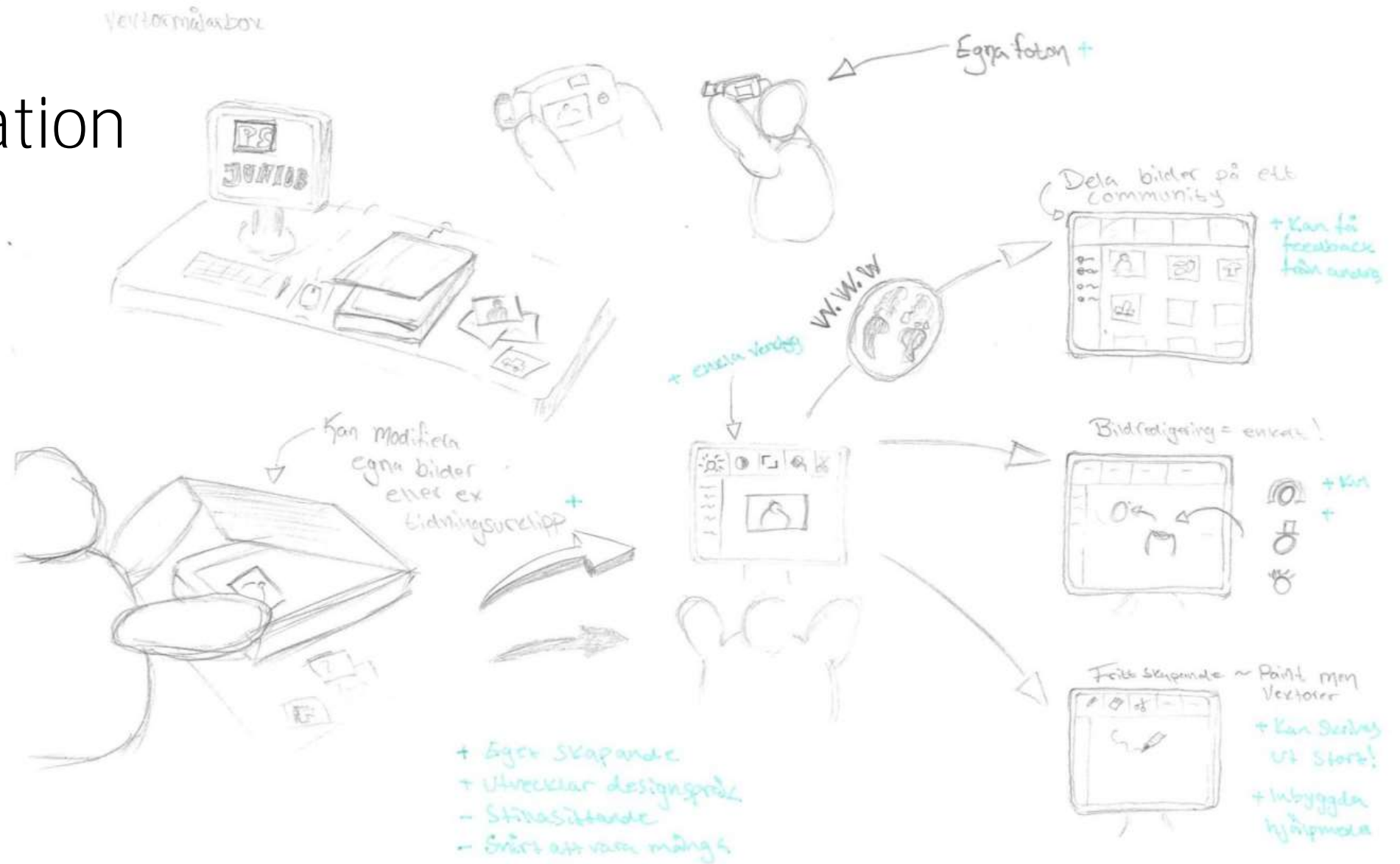


Workshop 2

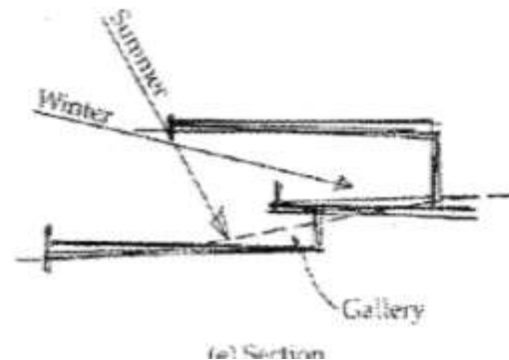
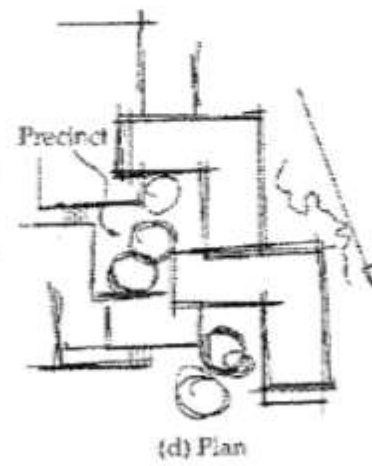
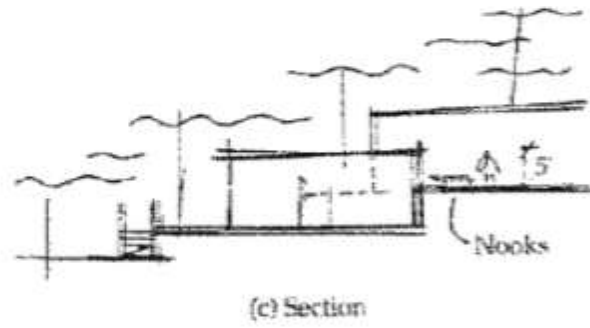
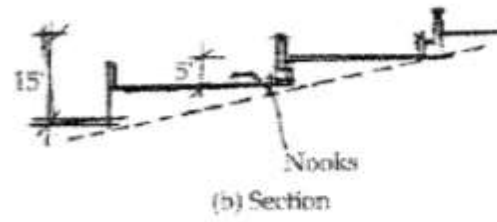
Visualization and Journey Mapping

Johan Blomkvist

Visualization



9. REFLECTIVE CONVERSATION WITH MATERIALS





Odlingstips



Vattning med regnvatten



Verktygslån

Lagring



veoplänering

Känslstreckingar

Drop-off point

utlysning/
Lån av odlingstips



Upphängning

recept



Expo

Härlådan

Spålmattlande System

Marknad

Balkongesamling

Ambassadör för
trappuppgång

Färdiga paket





	Amanda	Jodi	Lynda	Shelby
Role	Prospective Student - User	Student Mentor - User	Parent - Customer	College Admissions Director
Gender/Age	Female / 17	Female / 20	Female / 47	Female / 42
Pain Points	<ul style="list-style-type: none"> • Pressure from parents • Stress from application process • Fear of making wrong choice • Entering the unknown 	<ul style="list-style-type: none"> • Limited time • Limited budget • Size of student loans 	<ul style="list-style-type: none"> • Complexity of admissions process • Large number of applications to submit • Budgeting and finance • Limited amount of time for visiting schools • Impersonal process 	<ul style="list-style-type: none"> • Lack of brand awareness for school • Budgeting constraints • Managing reputation of school • Social media
Needs	Wants to fit in.	Extra income.	Needs kid to make a decision.	Higher numbers: application, acceptance and retention.
Upperclassmen Solution	Assuages fears and makes decision easier for High School student.	Provides part-time income.	Provides a safe connection that propels kid to make a final decision.	Attracts students that are culturally suited for school and thus will have more involvement both during tenure and after graduation.

- Precise descriptions of hypothetical individuals **based on facts about potential users** and their goals and behavioral patterns.
- Portrayed like **a real living** person with a name and a face to increase empathy
- Provides a **shared understanding** on whom to design for
- A **tool for communication** in the team and with clients
- What would Bob the bank clerk do?
- Not based on demographics
- Not based on gut feelings
- Not stereotypes, eg. "the goth" or "the punk"

Includes what is relevant for you domain and makes the character come alive

- Portrait
- Name
- Role
- Quote
- Description
- Goals and driving forces
- Habits and behaviors
- Family and contacts
- Experiences
- Skills and knowledge
- Age
- Background
- Likes and dislikes
- Sex
- Income
- Hometown
- An ordinary day

	E	H	J	GB	C	D
kon						
F? Alder	40	45	50	55	60	65
enhet	VE	SH	SH	SH	SH	SH
Roll	DL	SSK	DL+FO	L		
IF? fokus	enhet	patient	läkare			
? I FGG? A? B?	Kontakt	kontinuerl.	Kort			
antal pat	0	0	100	200	500	
anvrs	nej	ja	formul.	Reg	Stämok	0-3
Tid i dag	A	F	D	20		
A: B? (H)	Syfte RS	checklista	Underl. disk i län. (indiv. förb)	Komm prot		
mailat		BC alla pat bru-vård	SH kvalitets enhet	CE patientens livskval		
		SI Forskn				

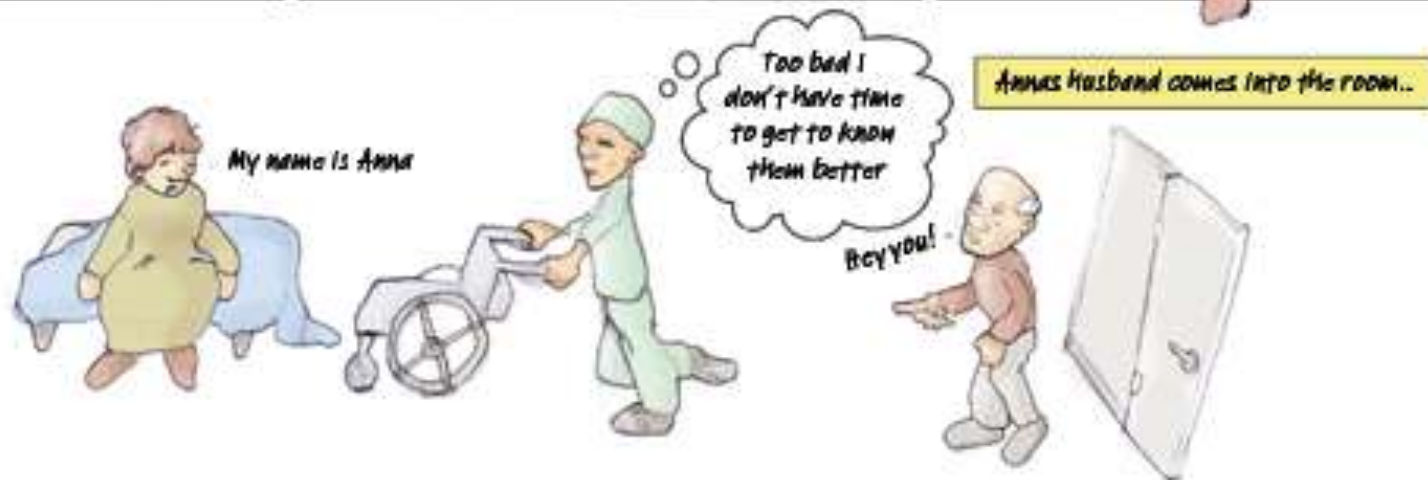
A, F, I, K ej användare!!

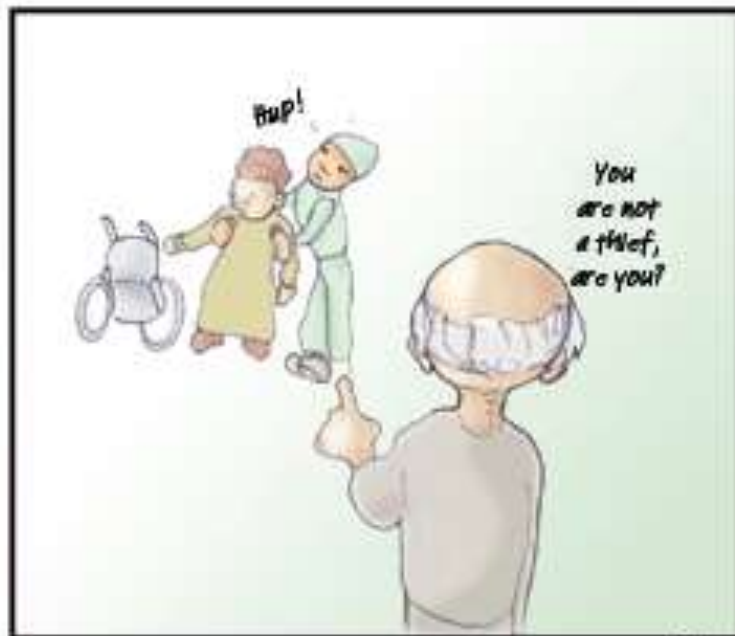
Age	40 60 E H J	50 G B C D	A	
Sex	Male ABDF	Female CEGHJ		
Type of unit	Primary hospital ABCEF	Small hospital GH	Large DJI	
Number of HS-patients	50 200+ GH	100 BCE	150 DJ	
Role	District doctor Doctor B	Nurse CEHDJ	Dist. doc.+scientist AF GI	
Contact with patient	Continuous over time BCEG?H?		Brief DJ	
Uses RS today	No data AF	Yes, via form BG	Yes, register data BCEDHJ	Yes, access DJEI
Goal with RS	Checklist / Basis for disc. w. doc. / Com. w. patient /			

Place your Persona in Scenarios

- Act:
 - **What** is done?
- Motive:
 - **Why** is it done? (participants motivations and researchers interpretation)
- Agency:
 - **How** is it done? (by what means and in what fashion)
- Actors:
 - **Who** does it and who are involved or affected?
- Scene:
 - **When** and **where** is it done?

TOUGH JOB





Fifteen minutes late and getting shouted at. This doesn't feel good..



Journey Mapping

Rail Europe Experience Map

Guiding Principles

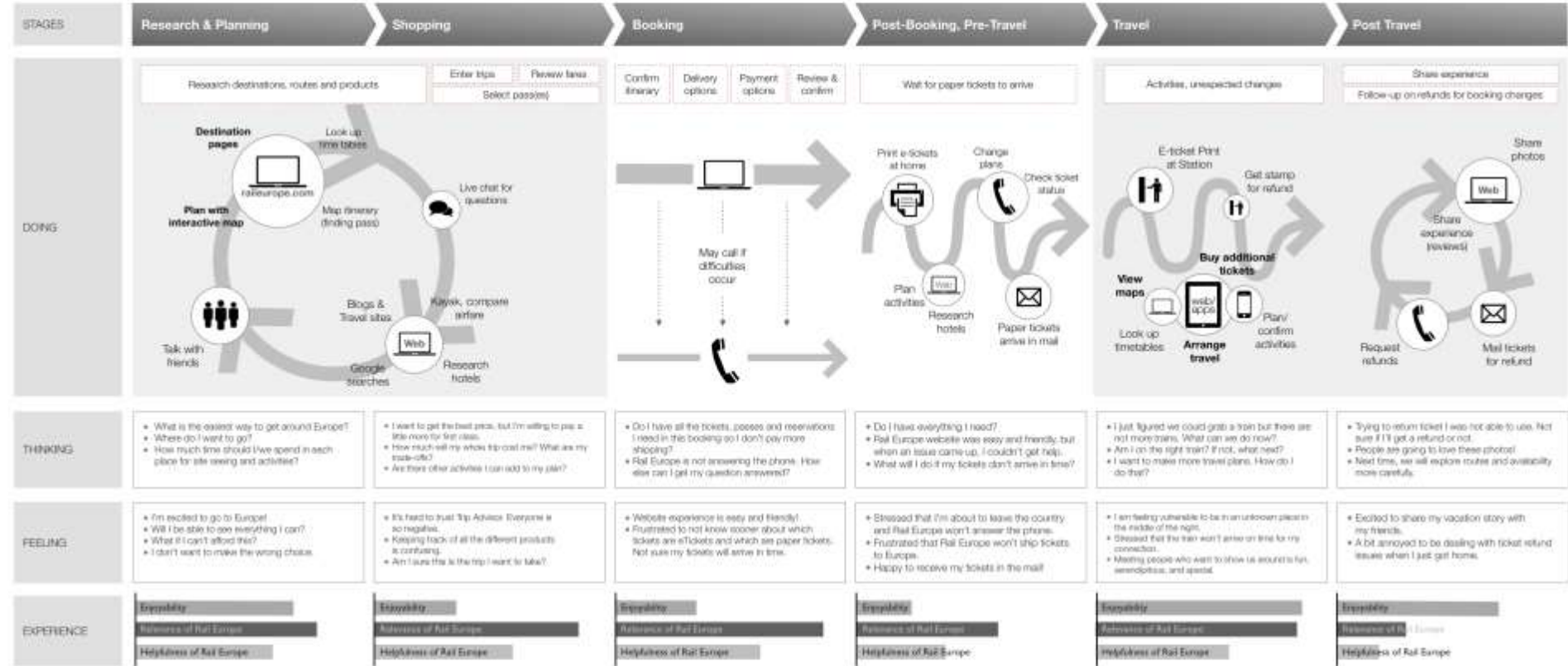
People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

Customer Journey



Opportunities

GLOBAL			PLANNING, SHOPPING, BOOKING			POST-BOOK, TRAVEL, POST-TRAVEL	
<p>Communicate a clear value proposition.</p> <p>STAGE: Interest</p>	<p>Help people get the help they need.</p> <p>STAGES: Search</p>	<p>Support people in creating their own solutions.</p> <p>STAGES: Search</p>	<p>Enable people to plan over time.</p> <p>STAGES: Planning, Shopping</p>	<p>Visualize the trip for planning and booking.</p> <p>STAGES: Planning, Shopping</p>	<p>Arm customers with information for making decisions.</p> <p>STAGES: Shopping, Booking</p>	<p>Improve the paper ticket experience.</p> <p>STAGES: Post-Booking, Travel, Post-Travel</p>	<p>Accommodate planning and booking in Europe too.</p> <p>STAGE: Traveling</p>
<p>Make your customers into better, more savvy travelers.</p> <p>STAGES: Search</p>	<p>Engage in social media with explicit purposes.</p> <p>STAGES: Search</p>		<p>Connect planning, shopping and booking on the web.</p> <p>STAGES: Planning, Shopping, Booking</p>	<p>Aggregate shipping with a reasonable timeline.</p> <p>STAGE: Booking</p>		<p>Proactively help people deal with change.</p> <p>STAGES: Post-Booking, Traveling</p>	<p>Communicate status clearly at all times.</p> <p>STAGES: Post-Booking, Post-Travel</p>

Information sources

Stakeholder interviews
Cognitive walkthroughs

Customer Experience Survey
Existing Rail Europe Documentation



Direct, non-linear



Linear process



Non-linear, but time based

Workshop 2: Visualization and Journey Mapping

- 20 minutes of Introduction
- Materials
- The Persona Sheet:
 - https://www.ida.liu.se/~matar63/persona_sheet.pdf
- The Customer Journey Canvas:
 - http://files.thisisservice.designthinking.com/tisdt_cujoca.pdf

Create rough personas

- 50 minutes
1. **Segmentation:** Start discussing if you can identify different kinds of users in your data. Different in terms of goals and in terms of behavior, primarily.
 2. **Identification:** Make the different kinds of users into characters, give them a name, write down their goals.
 3. **Focus:** Choose one as your primary persona to design for.
 4. **Break (15 minutes)**
 5. **Detailing:** Use the first page of the persona sheet to detail your primary persona. If time, search for images to give your persona a face.

Set Up Scenario and Scribble Storyboard

- 20 minutes
- 1.Scenario: Write down the different parts of the scenario of how your primary persona currently use the system and experience it (page 3 in the persona sheet).
 - 2.Storyboard: Based on the scenario, draw a simple comic strip in no more than six frames (with stick figures or similar) that visualize how they use the system today and how they experience it.

Journey mapping

- Journey mapping is done in the groups after the workshop.
- Use the Customer Journey Canvas to describe what your persona's encounter with the system before, during, and after the use of the system you are working on.

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Department of Computer and Information Science

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