Unpacking & Journey Maps

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* slides based on those of Julie Stanford, Stanford & Sliced Bread Design

unpacking

analyzing an interview

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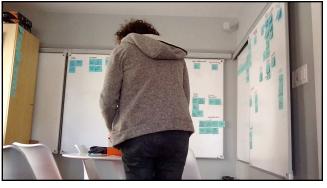
analysis

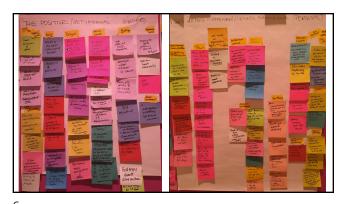
long, thorough method

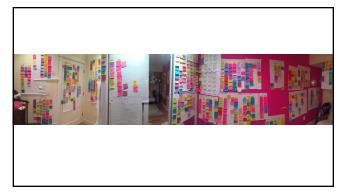


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analysis short-cut

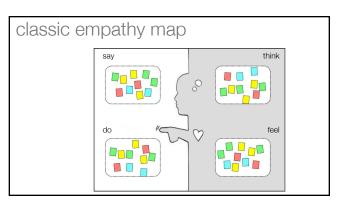
journey map method

TOW'S CIT EVO-RAIL SETUP EXPERIENCE MAP

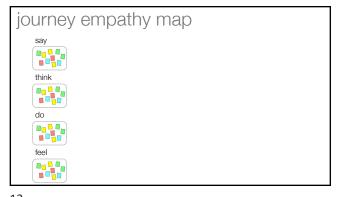
STORY OF THE COLUMN STATE STATE

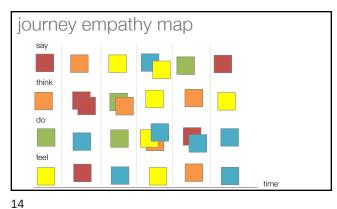
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visual interpretation of the full story of an experience from an individual's perspective

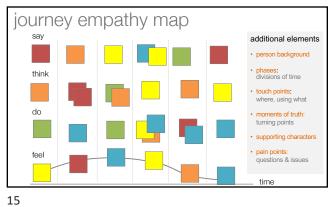


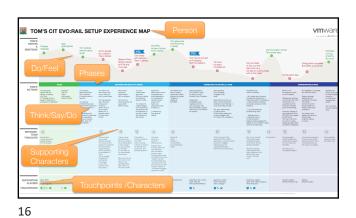
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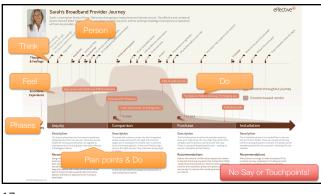


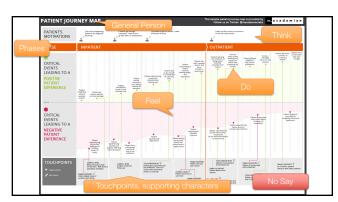


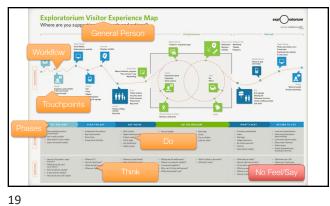
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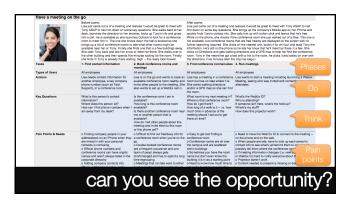






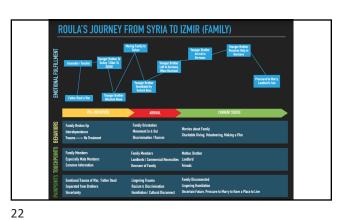




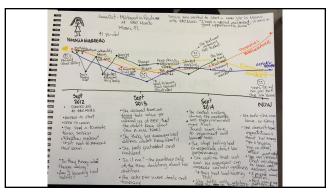


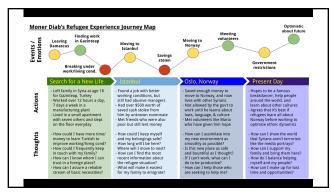
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Student examples



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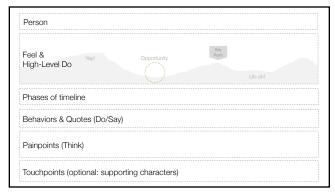




how do you do it?



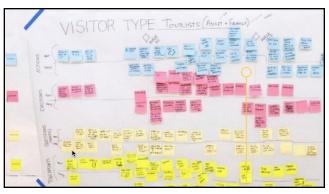
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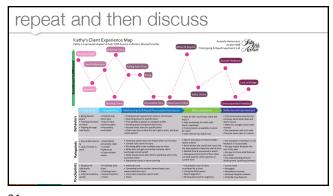




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some final tips

- Don't just capture the facts of DO...think about why this happening from the user's perspectives and capture that in the THINK area
- 2. Don't just capture high level issues...capture story details to build empathy
- 3. Discuss the journey map with your group. Use this as a tool for digging deeply into the needs that this journey represents.
- 4. Compare multiple journey maps and look for patterns and contradictions. Why was one successful and another not?

31 32

you do it

- 1. Get together with your group and start using the journey map process to analyze one of your interviews.
- 2. Find a large white boards, wall, or butcher paper sheets to work on
- 3. Create Journey Maps by next Monday for your interviews
- 4. Next week, we will discuss Needs and How Might We Questions in more detail