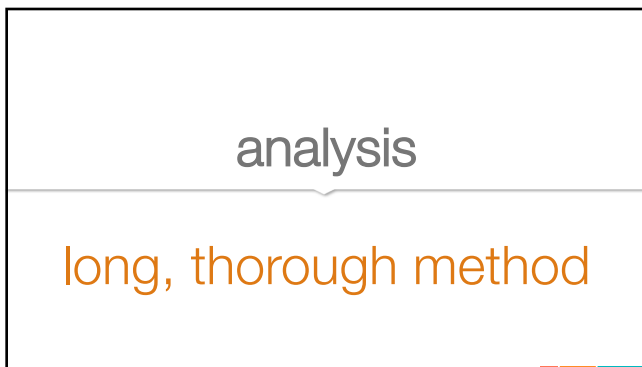




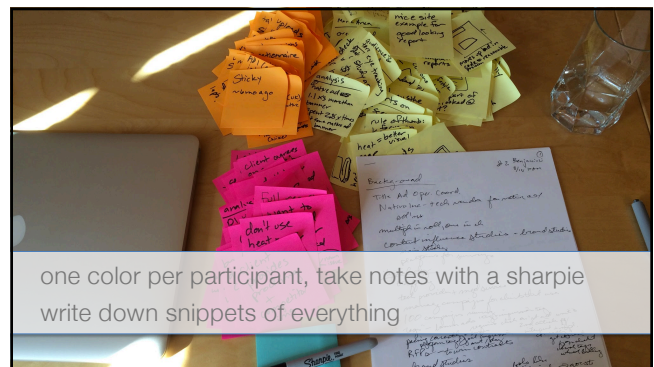
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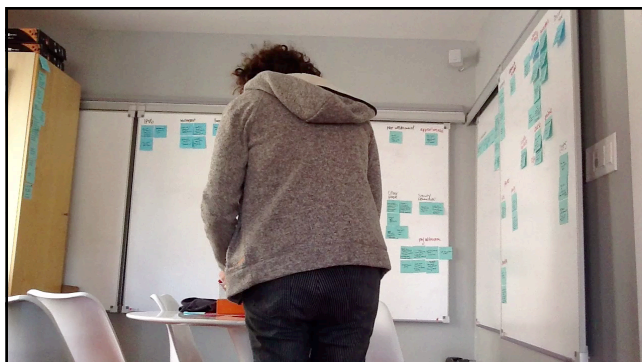
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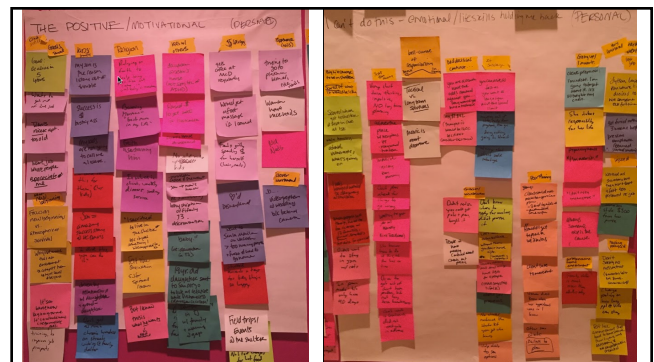
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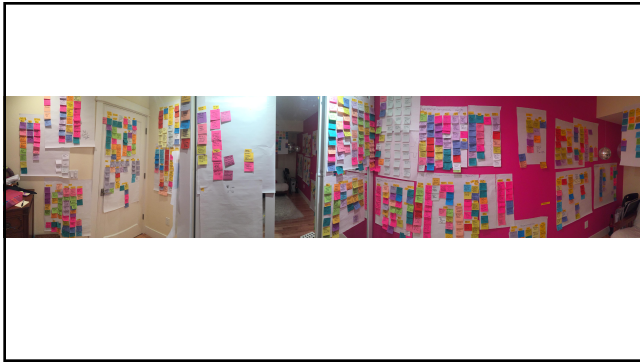
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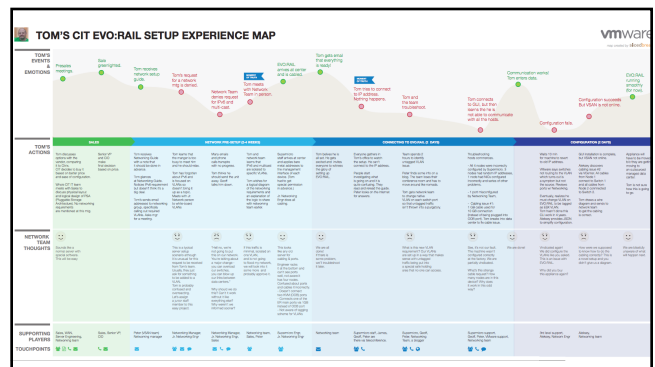
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8

analysis short-cut  
journey map method

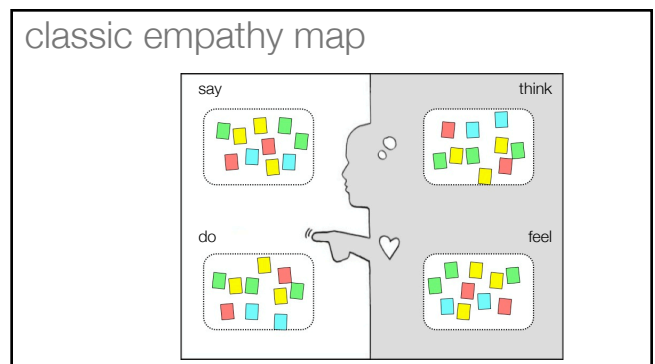
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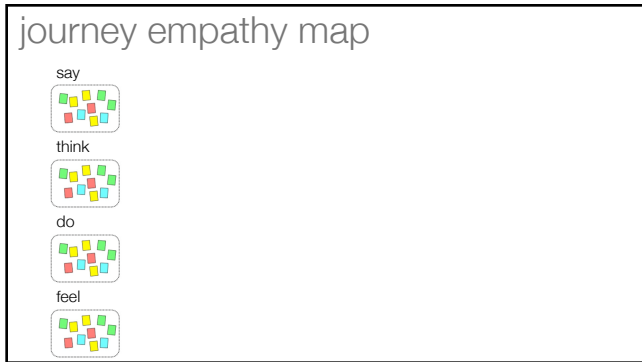
visual interpretation of  
the full story of an  
experience from an  
individual's perspective

11

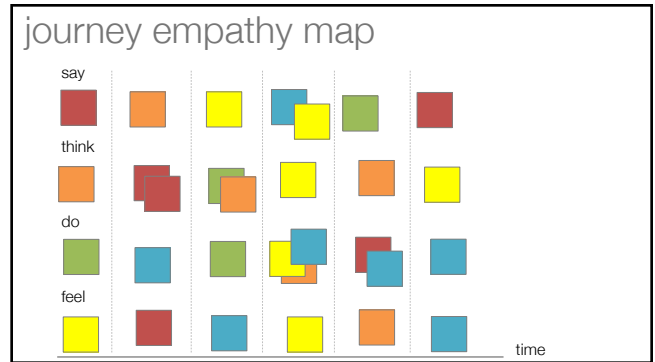


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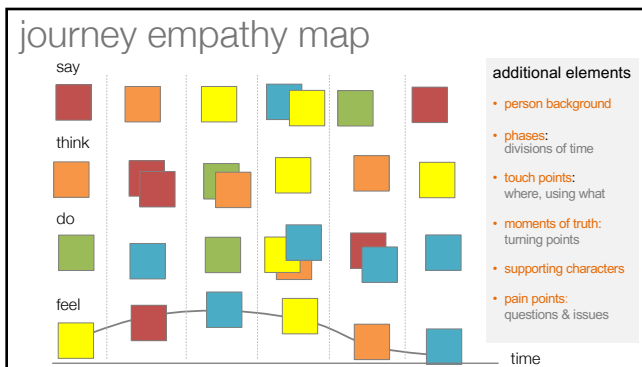




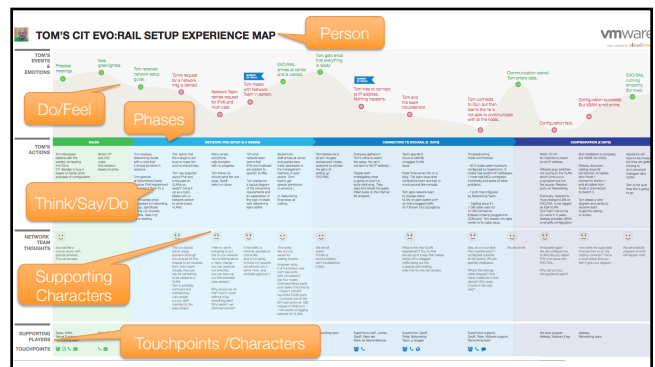
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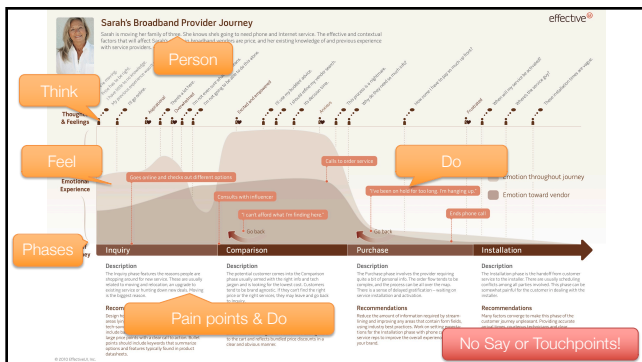
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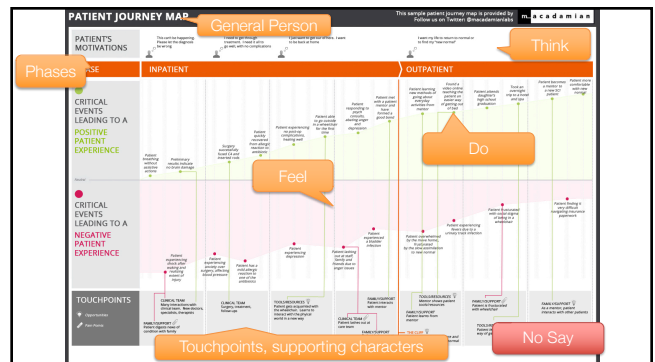
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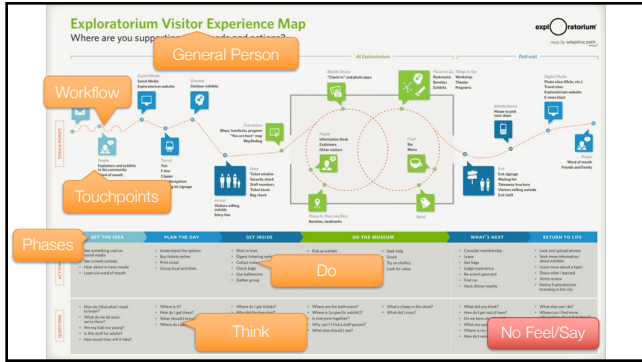
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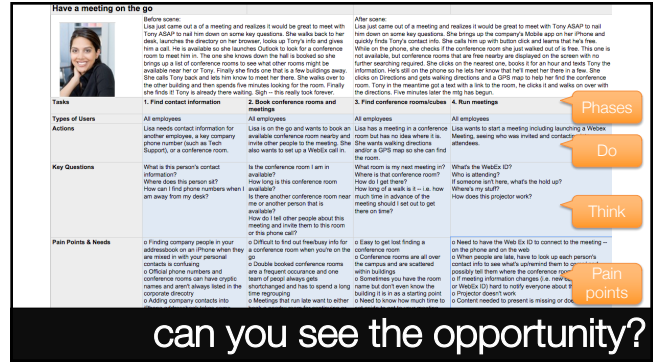
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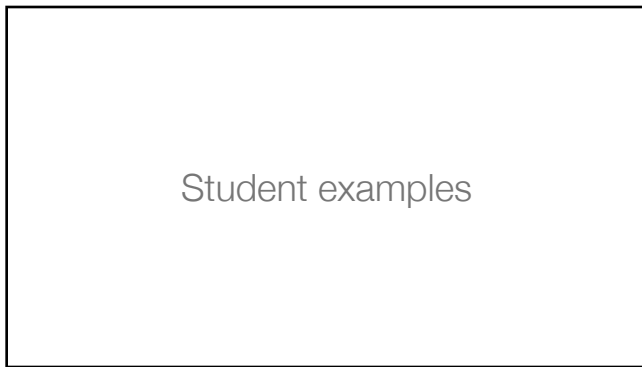


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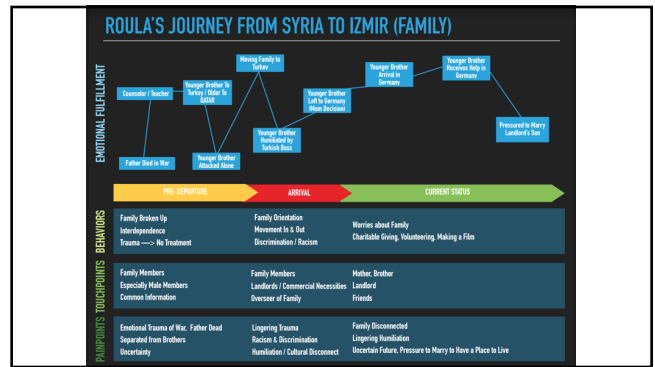


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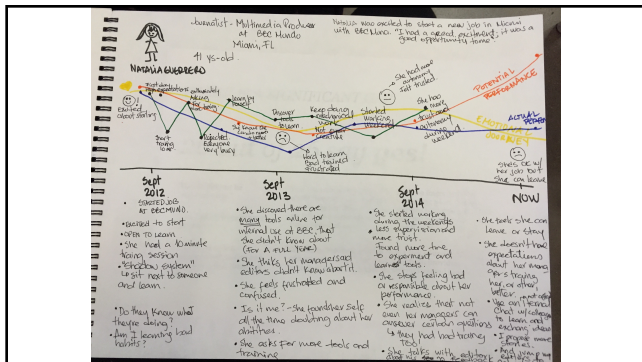
can you see the opportunity?



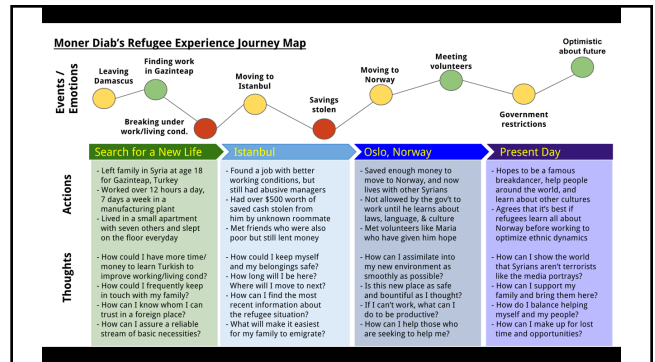
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22



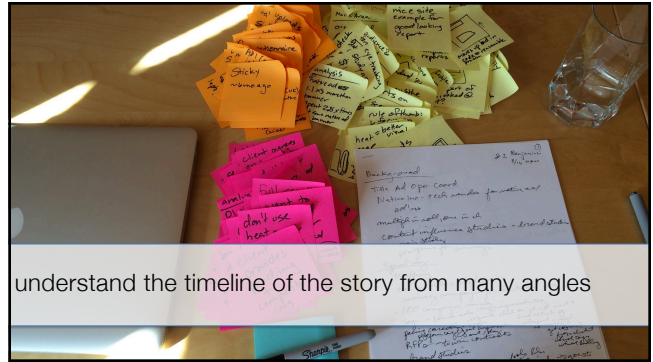
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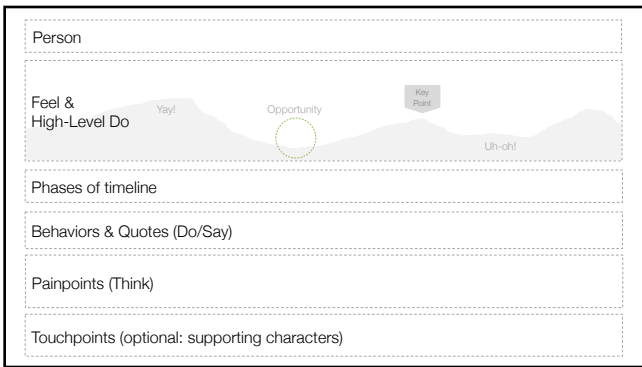
24

how do you do it?

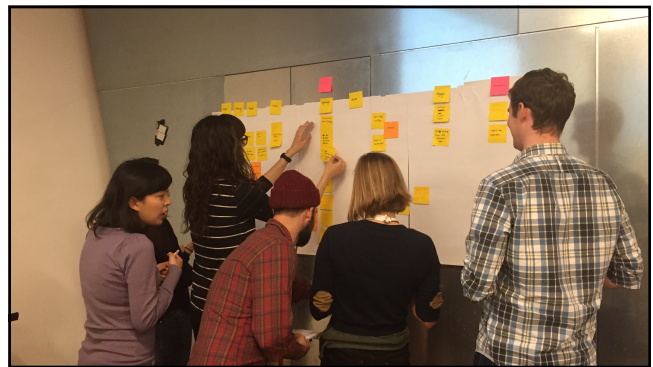
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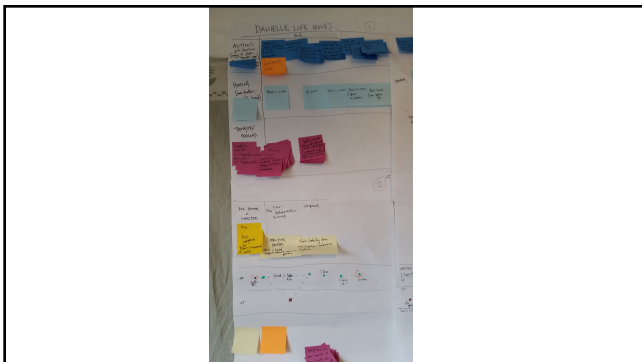
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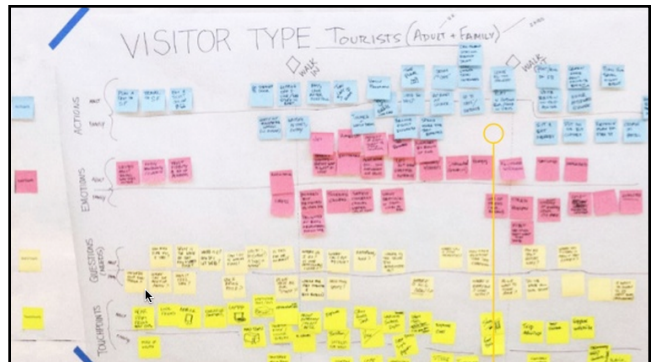
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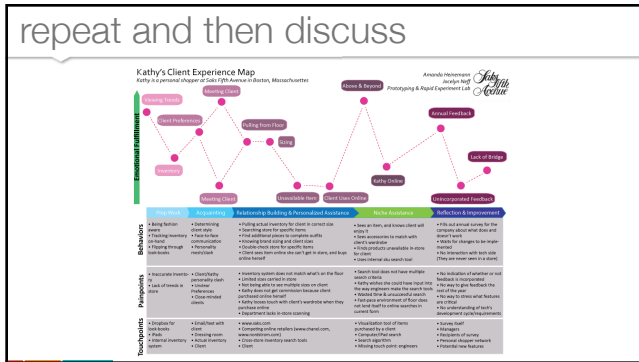
28



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- ### some final tips
1. 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?

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- ### 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

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