



Journey Mapping

Journey Mapping looks at the entire end-to-end interaction that people have with your organisation. Successful businesses are increasingly turning to journey mapping to pinpoint every customer and user touchpoint, in order to streamline delivery and cement loyalty.

From initial product introduction to recycling and service cancellation, grasping the end-to-end experience lifecycle is a critical factor in the success of a product or service experience. Uncover expectations, pain points, and opportunities and translate these insights to design innovations.

COURSE OPTIONS



Live Virtual
1-Day



In-person
1-Day

WHAT YOU WILL LEARN...

- What is a journeys map?
- Journey mapping techniques and principles
- Guidelines for integrating experience lifecycle thinking into your process
- Possible journey mapping outcomes
- How to use journey maps as a tool for organizational transformation
- Hands-on experience utilizing journey mapping principles

WHO SHOULD ATTEND?

This course is for business owners and leadership teams who want to better understand how service design can help future-proof their organisation. We assume little awareness of the user experience or usability field. The courses are not focussed on how to use specific software applications like Photoshop, XD, Figma or Axure.



COURSE OUTLINE

INTRODUCTION

- Dissection of experiences
- What makes an experience remarkable?

JOURNEY MAPPING IN PROGRESS

- What it is, why to do it, when, by whom, how
- Journey map components
- Types of journey maps

JOURNEY MAPPING RESEARCH

- Research techniques
- Research analysis
- Validating the map with users and customers

VISUALIZING AND COMMUNICATING MAPS

- Layouts and delivery
- Communication

USING JOURNEY MAPS IN THE ORGANIZATION

- Journey mapping as an innovation technique
- Breaking silos within the organization

KEY LEARNINGS

Use pragmatic journey mapping techniques to capture current and future state service offerings, understand your users and make intelligent changes to your designs.

60%
Theory

40%
Practical

CERTIFICATION

Journey Mapping is a course within the following certification streams if finished within two years of the initial course:



User Experience
Researcher

COURSE DETAILS

DELIVERY OPTIONS

In-person or Live Online

1-day, 9:00am – 4:30pm

Course includes a one-hour lunch break.

COURSE MATERIALS

In-person

Participants receive a printed course booklet

[A laptop is not required for this course.](#)

Live Online and Self-paced

Access to our Learning Management System

REGISTRATION

Visit our website for our prices and registration

www.akendi.com/ux-training.

[Akendi reserves the right to cancel a scheduled training session up to five business days prior to the training if a minimum class size of four participants has not been attained.](#)

LOCATIONS

In-person training courses are delivered in Toronto, Ottawa, and Montreal, CAN, and in London, UK.

Check our website for an up-to-date schedule.

Custom training with flexible locations are available upon request. Ask us for more details!

Register today!

www.akendi.com/ux-training

CUSTOM TRAINING AVAILABLE

Akendi offers customised training courses designed to fit your organization's specific needs.

Contact us at training@akendi.com for more information.