AR-207

EXPERIENCE MAPPING

From initial introduction to recycling or 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.

WHAT YOU WILL LEARN

> What experience maps and journeys are

> Experience mapping techniques and principles

> Guidelines for integrating experience lifecycle thinking into your process

> Possible experience mapping outcomes

> How to use experience maps as a tool for organizational change

> Hands-on experience utilizing mapping principles

WHO SHOULD ATTEND?

This course requires limited prior UX knowledge. Recommended for business analysts, graphic designers, interaction designers, UI/UX designers, product designers and anyone looking to expand or update their skills.

Akendi
Intentional Experiences

COURSE OUTLINE

(This course is 60% theory, 40% practical)

INTRODUCTION

> Dissection of experiences
> What makes an experience remarkable

EXPERIENCE MAPPING

> What it is, why to do it, when, by whom, how
> Experience map components
> Types of experience maps

EXPERIENCE MAPPING RESEARCH

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

VISUALIZING & COMMUNICATING MAPS

> Layouts and delivery
> Communication

USING EXPERIENCE MAPS

> Experience mapping as an innovation technique
> Breaking silos within the organization

CERTIFICATION

Experience Mapping is a course within the following certification stream if finished within two years of the initial course:

CXR USER EXPERIENCE RESEARCHER

Gain a thorough understanding of experience mapping theory and practice. Learn how to research and analyze journeys to better understand your customer and user experience.

COURSE DETAILS

DURATION

1-day, 9:00am – 4:30pm

A full-day session with a one-hour lunch break.

COURSE MATERIALS

Participants receive a printed course booklet including a visualization of Akendi's process.

A laptop is not required for this course.

REGISTRATION COST

1-day course: $675 CAD
CXD or CXR Certification: $3095 CAD

Light breakfast, coffee and tea are provided.

Course cost is per person as stated plus tax. 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

Our training courses are delivered in Toronto, Ottawa, and Montreal, Canada, and in London, UK. Check our website for an up-to-date schedule: **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.

REGISTER TODAY!

www.akendi.com/ux-training

Questions? ✉ training@akendi.com ✆ 1·866·585·1660

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