

AR-207

1-Day
COURSE

EXPERIENCE MAPPING

Learn how to research, capture and analyse journeys for customers and users and how to translate these insights into design improvements

COURSE OUTCOMES

- › Learn what experience mapping is
- › Gain exposure to experience mapping techniques and principles
- › Discover how to integrate experience lifecycle thinking into your design process
- › Understand possible mapping outcomes
- › Learn how to present an experience map to gain cross departmental buy-in

WHO SHOULD ATTEND?

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



COURSE OUTLINE

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

INTRODUCTION

- > Introduction to experience mapping
- > Purpose of experience mapping
- > How to identify experience points in a user journey

EXPERIENCE MAPPING RESEARCH

- > Mapping and research techniques
- > User journey vs. customer journey
- > Personas and task analysis for an experience map
- > Components of an experience map

EXPERIENCE MAPPING CAPTURE

- > Experience point blueprint
- > Journey structures
- > Iterating the journey

EXPERIENCE MAPPING ANALYSIS

- > Validating the map with users and customers

ORGANIZATIONAL BUY-IN

- > Best practices in experience mapping
- > Experience mapping as an innovation technique

CERTIFICATION

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



This 1-day course provides an in-depth understanding of experience mapping theory and practice. Learn how to create and use these maps to better understand your users and customers.

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 courses: \$675 CAD

CXD or CXR Certification: \$3095CAD

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 5 business days prior to the training if a minimum class size of 4 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

