



## Journey Mapping

Look at the entire end-to-end interaction that people have with your organisation. Successful businesses turn to journey mapping to pinpoint every customer and user touchpoint to streamline delivery and cement loyalty.

From 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:



## 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](http://www.akendi.com/ux-training).

Our workshops, courses, and certifications teach processes and tactical skills for teams of 6 or more who want to elevate product delivery.

### LOCATIONS

In-person training courses are delivered in your location. Ask us for more details!

# Register today!

[www.akendi.com/ux-training](http://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](mailto:training@akendi.com) for more information.