CX DESIGN. Journey Mapping Setup Kit

Supplies list
Office Supply Store

SUPPLIES LIST
Self-Stick Notes

- **Why**: Used to create the journey maps
- **Quantity**: Note there are 2 stacks of notes in the pack. 1 stack is needed per group.
- **Notes**: The specific colors are important. Each represents a step of the activity - pink, blue, yellow, orange, green, purple. Stacks will be divided up so everyone gets a little bit of each color, and can contribute to every step of the mapping process.
- **http://www.amazon.com/Office-Depot-Self-Stick-Assorted-Colors/dp/B00DB8NIBG/ref=sr_1_13?ie=UTF8&qid=1380814646&
Self-Stick Notes

- **What:** White Post-it Notes
- **Why:** Used to create the journey maps
- **Quantity:** 1 pack will cover up to 10 groups.
- **Notes:** The white color is used specifically during the Impact step of the activity.

http://www.amazon.com/Post--Super-Sticky-3-Inches-5-Pads/dp/B008PAIC4S/ref=sr_1_1?ie=UTF8&qid=1380814892
Sharpies (fine point)

- **What:** Sharpies (fine point, black)
- **Why:** For writing on the post-it notes
- **Quantity:** 1 sharpie per participant, and a few extra for facilitators/coaches. We recommend buying these by the pack (12 count).
- **Notes:** We find that if participants don’t have a sharpie in their hand, they’re less likely to contribute. Hand them out ahead of time and keep a couple extra in your pocket.
- **[http://www.amazon.com/Sharpie-Point-Permanent-Markers-30001/dp/B00006IFHD/ref=sr_1_1?s=office-products&ie=UTF8&qid=1380821239](http://www.amazon.com/Sharpie-Point-Permanent-Markers-30001/dp/B00006IFHD/ref=sr_1_1?s=office-products&ie=UTF8&qid=1380821239)
Binder Clips (small)

- **What:** Medium Binder Clips, 3/4” Wide, 3/4” Capacity
- **Why:** Used to assemble the journey boards
- **Quantity:** 8 clips per journey board. We recommend buying these by the pack (24 count).
- **Notes:** These work great for hanging the Line of Focus onto the top of your Journey Map poster

Command Poster Adhesive

- **What:** Command Poster Adhesive strips, size small or medium, pack of 48
- **Why:** Used to mount Journey Map posters to wall or to foam core boards without damaging surface
- **Quantity:** 4-6 strips per journey board. We recommend buying these by the pack (48 count).
- **Notes:** These things are extremely useful to have on hand at workshops
Colored Stickers (3/4” round)

- **What:** Round color-coding labels, 3/4” (1.9cm) diameter, Red and Green
- **Why:** Used to evaluate and color-code the health of different areas of the journey maps
- **Quantity:** 1 pack of each color sufficient for whole workshop.
- **Notes:** Recommended coding: green for success/health, red for failure/issues

Nylon string

- **What:** Nylon string. Twisted Mason Line. Color: Orange or Pink
- **Why:** Used to create a simple line of focus
- **Quantity:** About 5ft. per board
- **Notes:** Tie of string onto a binder clip to create the “line of focus”

Art Supply Store & Printer

JOURNEY POSTERS
Storyline Posters

- **What:** Surface for Journey Mapping, large format printing. 42in x 96in
- **Why:** Illustrates the 3 chapters of the pre-built car-sharing story.
- **Quantity:** 1 poster per team
- **Notes:** Produced on a large format printer, somewhere like Kinkos. We suggest applying a laminate for durability/reusability. Use 3M adhesive to attach posters directly to wall (best option) or to a foam core board (second option).
- **Files available for download:**
  - **Make sure you print all 3 chapters**
ACTIVITY WORKSHEETS
ZoomGo Financial Models

ZoomGo Financials. Chapter 2

- **What:** KPIs and supporting financial models
- **Why:** Financial models that relate to each chapter of the story, illustrating a business value viewpoint
- **Quantity:** The PDF file contains handouts for all three chapters. Print according to how many boards of each chapter are being used.
- **Notes:** Best presented on ledger size paper, 11” x 17”

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### Reduce Refunds from 10% to 9%

#### Before

<table>
<thead>
<tr>
<th>Refund Rate due to 🤔</th>
<th>10.00%</th>
<th>10.00%</th>
<th>10.00%</th>
<th>10.00%</th>
</tr>
</thead>
</table>

#### After

<table>
<thead>
<tr>
<th>Refund Rate due to 🤔</th>
<th>9.00%</th>
<th>9.00%</th>
<th>9.00%</th>
<th>9.00%</th>
</tr>
</thead>
</table>

#### Impact

<table>
<thead>
<tr>
<th>Delta Income Statement</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td>$1,613,694</td>
<td>$1,038,818</td>
<td>$2,014,150</td>
</tr>
<tr>
<td>(Cost of Good Sold)</td>
<td>$763,940</td>
<td>$412,005</td>
<td>$393,328</td>
</tr>
<tr>
<td>Gross Income</td>
<td>$849,754</td>
<td>$626,813</td>
<td>$620,822</td>
</tr>
<tr>
<td>Selling Expenses (COGS)</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>General (G&amp;A)</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Administrative</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Operating Income / Profit</td>
<td>$220,754</td>
<td>$214,813</td>
<td>$210,022</td>
</tr>
</tbody>
</table>

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http://designingcx.com
CX Strategy Design Canvas - Jen

- **What:** Solution framing canvas
- **Why:** Post-it notes from the journey mapping board are arranged on this worksheet, better framing the specific solution the group is pursuing
- **Quantity:** One worksheet per group
- **Notes:** Best presented on ledger size paper, 11” x 17”. These can be used to transfer the canvas off of the poster when writing a hypothesis.
# CX Strategy Design Hypothesis

**What:** Madlib-style template for framing the opportunity and proposed solution

**Why:** Final expression of the complete solution being proposed. Could be presented to executives.


**Quantity:** One worksheet per group

**Notes:** Best presented on ledger size paper, 11” x 17”

<table>
<thead>
<tr>
<th>WE BELIEVE</th>
<th>{ a new experience }</th>
</tr>
</thead>
<tbody>
<tr>
<td>WILL SOLVE</td>
<td>{customer need &amp; organization’s issue/opportunity}</td>
</tr>
<tr>
<td>ENABLED BY</td>
<td>{full solution: people + processes + technology}</td>
</tr>
<tr>
<td>RESULTING IN</td>
<td>{new attitude/behavior/result}</td>
</tr>
</tbody>
</table>
SIMPLE JOURNEY BOARD STANDS (OPTIONAL)

The following section should be followed if there is insufficient wall space is available for mounting Journey Map posters.
Foam Core Board

- **What:** Foam core board. 4ft x 8ft (122cm x 244cm), ½” (1.27cm) thick, black
- **Why:** Surface for journey mapping
- **Quantity:** 1 board per group.
- **Notes:** Foam core offers a consistent surface, easy mobility, & **extra wall space when you don’t have enough.** This large format size is perfect for group activity.
PVC Pipe for stands

- **What:** ¾” (1.9cm) diameter PVC pipe, cut to 6.5ft. (198cm) in length
- **Why:** Holds journey boards at a working height (against a wall or free-standing)
- **Quantity:** Two 6.5 ft. (198cm) lengths of conduit per journey board.
- **Notes:** These come in 10 ft. lengths at Home Depot. Home Depot will cut them to this specified length (in the plumbing, pipe cutting area of the store).

Spring Clamps

- **What:** 2” (5cm) spring clamp
- **Why:** Clamps journey boards to the stand legs (conduit)
- **Quantity:** Four clamps per journey board (2 for each side).
- **Notes:** These are $0.99 each at Home Depot (in the tools section).

Black Rubber Leg Tips

- **What:** 7/8” (2.1cm) diameter black rubber leg tips (4-Pack)
- **Why:** Covers stand leg ends, providing traction for stand and protection when leaning against wall
- **Quantity:** Four leg tips per journey board (top & bottom of each piece of conduit).
- **Notes:** The pack of four works perfectly for a single journey board. Note the 7/8” (2.1cm) diameter fit snugly over the ¾” (1.9cm) conduit (internal diameter), and we’re fans of black here.
- **http://www.homedepot.com/h_d1/N-5yc1v/R-100180300/h_d2/ProductDisplay?catalogId=10053**
Cable Ties

• **What:** Cable ties. 8” (20cm)
• **Why:** Used to tie board frames together (for the A-frame stand option)
• **Quantity:** Two cable ties per journey board.
• **Notes:** These are available in quantity. A 20-Pack is sufficient for most workshops.