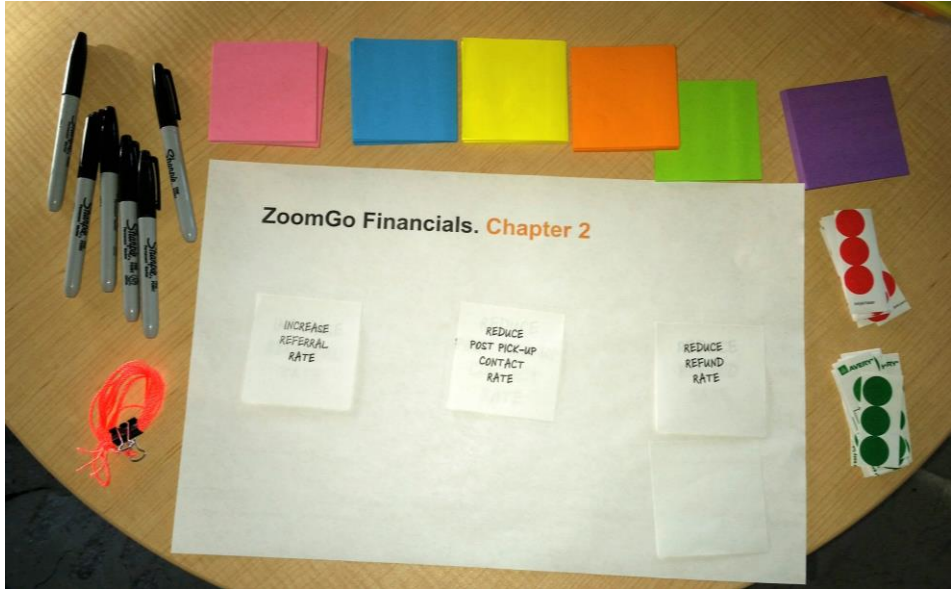




CX DESIGN. Journey Mapping Setup Kit

Supplies list



Office Supply Store

SUPPLIES LIST

Self-Stick Notes



- **What:** Office Depot “Assorted Deep Color” 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?s=office-products&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

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*
- http://www.amazon.com/ACCO-Binder-Medium-Capacity-A7072050/dp/B00350QGA6/ref=sr_1_2?s=office-products&ie=UTF8&qid=1380821290

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
- http://www.amazon.com/Command-Poster-Adhesive-Value-48-Strip/dp/B001KYSAN4/ref=sr_1_1

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
- http://www.amazon.com/Avery-Self-Adhesive-Removable-Diameter-05466/dp/B00007LPAG/ref=pd_sim_op_3

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”
- <http://www.amazon.com/MARSHALLTOWN-Premier-ML588-1000-Foot-Fluorescent/dp/B001T4QGGS>

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, someplace 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:
 - Static PDF for printing:
<http://designingcx.com/2014/09/23/new-roll-up-cx-journey-mapping-poster/>
 - ***Make sure you print all 3 chapters***



Printing

ACTIVITY WORKSHEETS

ZoomGo Financial Models

ZoomGo Financials. Chapter 2



Reduce Refunds from 10% to 9%

	One Customer	Year 1	Year 2	Year 3
Before	Refund Rate due to	10.00%	10.00%	10.00%
After	Refund Rate due to	9.00%	9.00%	9.00%

Delta Income Statement					
	Year 1	Year 2	Year 3		
Net Sales	\$1,613,894	\$1,838,818	\$2,014,150	1.1%	1.1%
(Cost of Good Sold)	\$783,949	\$812,005	\$833,328	1.0%	0.9%
Gross Income	<u>\$829,945</u>	<u>\$1,026,813</u>	<u>\$1,180,822</u>	1.2%	1.4%
Selling Expenses (COS&A)	\$- 0.0%	\$- 0.0%	\$- 0.0%		
General (COR)	\$- 0.0%	\$- 0.0%	\$- 0.0%		
Administrative	\$- 0.0%	\$- 0.0%	\$- 0.0%		
Operating Income / Profit	<u>\$829,945</u>	<u>\$1,026,813</u>	<u>\$1,180,822</u>	6.4%	5.0%

- **What:** KPIs and supporting financial models
- **Why:** Financial models that relate to each chapter of the story, illustrating a business value viewpoint
- **Download file:** from the CX Journey Mapping Toolkit on designingcx.com: <http://designingcx.com/cx-journey-mapping-toolkit/>
- **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"

CX Strategy Design Canvas - Jen

CUSTOMER Name <i>JEN</i> Persona Details • MID-TWENTIES • FASHION SAVVY • COST CONSCIOUS • NYC WITHOUT A CAR Journey Needs TO GET TO/PROM HER FRIENDS WEDDING IN THE NY COUNTRYSIDE Emotional Needs • SAFE RELIABLE TRANSPORT • LOOK GOOD TO HER FRIENDS • STAY WITHIN BUDGET	INSIGHT Moment Need	NEW ATTITUDE
	INSIGHT Emotional Need	NEW BEHAVIOR
BRAND Name <i>ZOOMGO</i> Brand Attributes • HIP & MODERN • CONVENIENT • COST EFFECTIVE • GREEN	ISSUE/OPPORTUNITY	IMPACT
	TREND	SBO <i>GROW BY 40% YOY</i>
INNOVATION New Experience Enabled By		

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- **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
- **Download file:** from the CX Journey Mapping Toolkit on designingcx.com: <http://designingcx.com/cx-journey-mapping-toolkit/>
- **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

WE BELIEVE	_____	{ a new experience }
WILL SOLVE	_____	{ customer need & organization's issue/opportunity }
ENABLED BY	_____	{ full solution: people + processes + technology }
RESULTING IN	_____	{ new attitude/ behavior / result }

- **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.
- **Download file:** from the CX Journey Mapping Toolkit on designingcx.com: <http://designingcx.com/cx-journey-mapping-toolkit/>
- **Quantity:** One worksheet per group
- **Notes:** Best presented on ledger size paper, 11" x 17"

Home Depot

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.
- We recommend ordering from a local art supply store. Example: <http://www.dickblick.com/products/elmers-black-foamboard/>

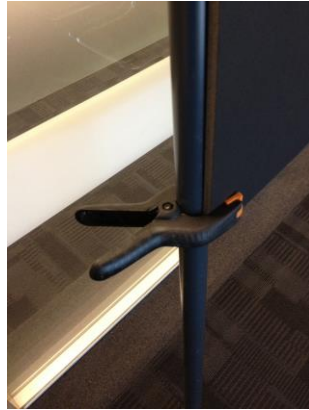


PVC Pipe for stands



- **What:** $\frac{3}{4}$ " (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).
- <http://www.homedepot.com/p/JM-eagle-3-4-in-x-10-ft-PVC-Schedule-40-Plain-End-Pipe-57471/202280935>

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).
- http://www.homedepot.com/h_d1/N-5yc1v/R-100027346/h_d2/ProductDisplay?catalogId=10053

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 3/4" (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.
- http://www.homedepot.com/h_d1/N-5yc1v/R-202520048/h_d2/ProductDisplay?catalogId=10053#.UD2RgmhSSfs