

Facilitator 1 Intro: We are going to build a journey map for Jane's journey in 5 steps:

1. Build initial map
2. Evaluate & Select the "moment that matters"
3. Add detail
4. Evaluate & Frame
5. Design the new experience

Deliberately LO-RES, post-its, pens, string, etc, to demonstrate the power of this methodology. Some things to keep in mind:

- **Three opportunities** for speakers to read-back the group's progress to the rest of the teams.
 - **Volume vs Accuracy**
 - **Need to Make Assumptions**
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Initial Map (Facilitator 1)

1. **On Stage Experience (people and things)**. What are the people and things that Jane comes into contact with during each step in the journey.

Ppt: show examples

Instruction: Work as individuals on this one...**write people** on the **light pink** post its (musicians, singers) and **write things** on the **blue** post its (drums, microphone). **Place these post its beneath the blue Jane Story (but above the string)**

Coaches: **split your team into 2 & work 1** half of the board each

Individual 5 mins...go!!!

Suggested Music: Mission Impossible Theme Song

2. **Attitudes & Emotions**. Time to get in touch with your emotions (or at least Jane's emotions)!!! Write what she is thinking...eg "Are you kidding me?" not "Annoyed"

Ppt: show examples

Instruction: Using the **yellow** post it, place Jane's attitudes & emotions above each green action picture – you're still working as individuals. *We want to see sentences of thoughts.*

Individual 5 mins...

Suggested Music: Express Yourself – Charles Wright

3. **Off Stage Support (Off Stage people and things)**. Now we focus on the off stage part. How many of you have been to a concert? Well, *on stage* we have the musicians, instruments etc whilst backstage behind the scenes are the people & things you can't see...the Sound Engineer, the Roadies (they're the *off stage* people!), the lights, the mixer deck, the transportation (these are the *off stage* things)!

Ppt: show examples

Instruction: **We're repeating step 1 now (but for off stage).** **Light Pink** for people, **Blue** for things and place them on the board **BENEATH** the string.

Individual 5 mins!

Suggested Music: Coldplay - Charlie Brown

Evaluate & Select (Facilitator 2)

4. Evaluate Jane's Attitudes/emotions.

We can see all of Jane's attitudes and now we need to work out their temperature both positive and negative, the emotional roller coaster. We also find that points of significant customer emotions can be opportunities to influence the CX SUPPLY CHAIN. OK, you get a break from writing & now it's time to vote for the most important NEGATIVE & most important POSITIVE attitudes & emotions.

**We are 'setting the temperature' of Jane's attitudes & emotions – throughout the her Journey.
Ppt: show examples**

Instruction: You have **3 red** stickers for the most important negative & **3 green** stickers for the most important positive ones (you can vote more than once for the same emotion...)

Individual 3 mins Start voting!

Suggested Music: Got to Give It Up – Marvin Gaye

5. **Prioritise & Focus – The Anchorpoint.** Now as a group, you need to decide where to place the anchor point. ***It could be an issue that needs fixing or an opportunity for Gadget Plc to really shine.*** As a group focus on your time line and decide where is the MOMENT THAT MATTERS. In order to place the anchor point, you'll need to take into account Jane's persona and Gadget Plcs goals. You'll want to place the string at the MOMENT that matters to Jane, but which also impacts Gadget Plc.

Instruction: **Place the string to indicate the Moment that Matters (anchor point)**

Group: 5 mins

Suggested Music: William Tell Overture

6. **Determine the business impact.**

Imagine the CFO walking into a room – how are you going to justify what you're doing...
As said before we are redesigning CX SUPPLY CHAIN to change attitude, change behaviour to ultimately change results for our business. Of course we need to measure those changes and ensure they are inline with the Companies Goals – **remember Gadget Plc are all about growth.**
Ppt: show examples

Instruction: Your coach has Gadget Plc **Orange KPI post its**. Take a look at the anchor point and decide as a group which KPI is most impacted at that moment and stick the KPI post it, just next to the line. Maybe there is another business impact you can see, feel free to write your own KPI on a blank **Orange** post it and use that if you prefer.

Once you have done this nominate 1 person in your group to feed back to the rest of us why you have chosen this focus point and what is the business impact.

Group 7 mins...

Suggested Music: Money – Pink Floyd

First feedback from spokesperson. Where is your anchorpoint and why did you as a group decided to focus on that point. (2 mins per board)

Add detail (Facilitator 1)

**** Pause here - Look where we've got to already??** In 30 minutes, look what you've been able to accomplish. We've very quickly identified the moment that mattered & *now* we are going to focus on the detail. So from now on we focus only on the anchor point.

7. **Moment Goals and Emotional Drivers (Needs)**. Now we need to focus on our customer: Jane. We need to identify her functional need (or goal) and her emotional need (or driver), at the moment that matters

Ppt: show examples

Instruction As an individual get **2 dark orange** post it's. On the first post it you write in the left corner: "Goal" followed by your one - liner what Jane is trying to achieve during this action (her goal or need). On the second one you write "emotion" followed by WHY she wants to complete that goal. This is an individual task so we'll see 2 post its for each board member. Place post its above photos on top of board

Individual 4 mins

Suggested Music: Pink Panther Theme Song

8. **Trends and Accelerators (PESTLE)**. Experience doesn't happen in a vacuum – There are External factors beyond both Jane's and Gadget Plc's control.

Ppt: show examples

Instruction Use the **Blue** post its and write down at least 2 trends or accelerators applicable for your focus point. Put the post its at the bottom of the anchor point on the board.

Individual 3 mins

Suggested Music: Out of Control – Chemical Brothers

9. **Roles & Processes (People & thing + actions)**. At the moment that matters, who or what are the important actors, either on stage or off stage, and what role or process should they be doing or what actions should they be taking (ideally).

Ppt: show examples

Instruction Focusing on your anchor point, select as a **group**:

- a. 1 person (mark with a *) and write on **green** post its the 3 most important actions or processes that person should IDEALLY be doing.
- b. 1 thing (mark with a *) and write on **green** post its the 3 most important actions or processes that the thing should IDEALLY be doing.

These are assumptions so describe what you expect the person or thing to be doing (don't think in solutions yet)

Group 6 mins

Suggested Music: Superstition – Stevie Wonder

Evaluate & Frame (Facilitator 2) Now we're going to evaluate the moment that matters, to understand the key business issues or opportunities surrounding it, and we're going to **'frame up the problem.'** Whether it be an Issue or an Opportunity.

10. **Evaluate the Goals and Emotional drivers (Needs).** Looking around the moment that matters, we want to identify the **key functional goal and emotional driver** that influences that point in the customer journey. These should be listed as the **Dark Orange** post its from earlier step.

Ppt: show examples

Instruction As a group, select 1 key goal and 1 key emotional driver. **Move the others aside.**

Coaches: at this stage, could you clip the canvas to the board.

Group 4 mins

Suggested Music: Black or White – Michael Jackson

11. **Evaluate Roles & Processes to identify Issues and Opportunities.** Earlier you made assumptions of what the key person or thing should be doing on **Green** Post Its - important actions or processes that a **person and thing** should IDEALLY be doing.

Now consider if it's actually happening. Ppt: show examples

Instruction: Consider the actions for the person and thing, are they doing it? **What is the most important action (for both the people and the thing) that is clearly NOT happening? What is the most important action (for the people and the thing) that is going well?**

Use **1 red** sticker for the person's actions and **1 red** sticker for the things actions where YOU think it goes wrong. Use **1 green** sticker for the person's actions and **1 green** sticker for the things actions where YOU think it goes just the way it should work. **One red vote & one green vote each. This will identify Issues and Opportunities.**

Individual 3 mins

Suggested Music: Shake It - Metro Station

12. **Create the canvas.** For Jane & for Gadget Plc brand we're going to **'frame the business problem'**. **By creating a canvas, THE FOUR I's..** everything you need is on the board.

Instruction: **Now move the post it's from the board to the canvas. Ppt: walk through examples.**

Fill in & check the canvas

- **Insight** what is **Jane's goal (Need)**, What is **Jane's emotional driver**
- **Issue** what is the **business issue or opportunity you've just chosen** (Most of the time it's the green post it with the most red or green stickers, but agree this as a group)
- **Impact** what's the **Business impact**
- What Trends are in play, choose 1 or 2.
- & Finally, be ready for the **second group feedback** – choose a 2nd spokesperson

Group 5 mins

Suggested Music: My Everything - Barry White

Second spokes person, please explain your canvas (don't forget to tell to the group once more where your anchor line is)

Solve the CX SUPPLY CHAIN (Facilitator 1)

Excellent!! Having built, evaluated, found your moment of truth, added detail around this moment of truth & framed the business issue – you now get to do the bit you've all been waiting for...

13. **Innovations (new experiences) The 4th I.** Now it's time to solve the issues. **No idea is stupid. We want lots of ideas. VOLUME. show examples in the ppt.**

Instruction: As an individual use the **purple** post its to think of as many solutions to the issue as possible. Put them on the board. Please think both high level as well as detail.

Group 5 mins

Suggested Music: The Best – Tina Turner

14. **Select new Innovation**
Now its time to define the New Experience.

Instruction: As a group, select **an innovation or idea, or several related ideas to prototype and test.** What is Jane's **new experience**? if it's not already defined, write this new experience on another **purple** post it & place on the bottom left of your canvas. The innovations you have chosen are the **enablers of Jane's New Experience**, take 2 of the enablers for this new experience, and put them on the lower right side of the canvas. Make sure your canvas remains logical.

show canvas example in the ppt

Group 4 mins

Suggested Music: Moondance – Van Morrison

15. **New Attitude & New Behaviour**

Instruction: With your new experience and innovations in place, as a group, consider what would Jane's new attitude be and how might her behavior change as a result. Write the new attitude on a **yellow** post it and the new behaviour on a **green** post it and place them on your canvas to fully complete the canvas.

Group 4 mins

Suggested Music: New Attitude – Patti LaBelle

16. **We believe statement** [The Hypothesis]

Instruction: Everything you need is on the canvas.

As a group, you now need to turn all this work into a logical hypothesis statement. Also, nominate 1 person in your group to read your statement to the group, a photo will be taken with your coach **before** you read your statement. **show canvas example in the ppt.**

Group 8 mins

Suggested Music: Beautiful Day – U2

Last spokesperson, please read your statement. Make sure everything from the canvas is there (eg business issue) and also extra focus on the new attitude and new behavior

End statement. Feedback, show designingCX Supply Chain.com, and lunch