

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 an understanding of possible mapping outcomes
- > Exposure to experience mapping techniques and principles
- > Learn how to present an experience map to gain cross departmental buy-in
- > Integration of experience lifecycle thinking into your design process



Akendi is accredited by the British Accreditation Council for Independent Further and Higher Education as a Short Course Provider. Accreditation covers courses delivered in the UK only.



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

ORGANISATIONAL BUY-IN

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

CERTIFICATION

Experience Mapping is a course within the following certification streams 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, 9:30am – 5:00pm

A full-day session including a one-hour catered a-la-carte lunch.

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: £475

CXD or CXR Certification: £2075

CXS Certification: £3625

Course cost is per person as stated plus VAT. 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 London, UK and Toronto, Ottawa, Vancouver and Montreal, Canada. Check our website for an up-to-date schedule for each city at www.akendi.co.uk/ux-training.

Custom Training Available!

Akendi offers customised training courses designed to fit your organisation's specific needs. Contact us at training@akendi.com for more information.

REGISTER TODAY!

www.akendi.co.uk/ux-training

