AR-207

EXPERIENCE MAPPING

From initial introduction to recycling or 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.

WHAT YOU WILL LEARN

> What experience maps and journeys are

> Experience mapping techniques and principles

> Guidelines for integrating experience lifecycle thinking into your process

> Possible experience mapping outcomes

> How to use experience maps as a tool for organizational change

> Hands-on experience utilizing mapping principles

WHO SHOULD ATTEND?

This course requires limited prior UX knowledge. Recommended for business analysts, graphic designers, interaction designers, UI/UX designers, product designers and anyone looking to expand or update their skills.

Akendi
Intentional Experiences

COURSE OUTLINE

(This course is 60% theory, 40% practical)

INTRODUCTION

> Dissection of experiences
> What makes an experience remarkable

EXPERIENCE MAPPING

> What it is, why to do it, when, by whom, how
> Experience map components
> Types of experience maps

EXPERIENCE MAPPING RESEARCH

> Research techniques
> Research analysis
> Validating the map with users and customers

VISUALIZING & COMMUNICATING MAPS

> Layouts and delivery
> Communication

USING EXPERIENCE MAPS

> Experience mapping as an innovation technique
> Breaking silos within the organization

CERTIFICATION

Experience Mapping is a course within the following certification streams if finished within two years of the initial course:

CXR USER EXPERIENCE RESEARCHER

CXS USER EXPERIENCE SPECIALIST

Gain a thorough understanding of experience mapping theory and practice. Learn how to research and analyze journeys to better understand your customer and user experience.

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 course: £475
CXD or CXR Certification: £1995
CXS Certification: £2995

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, 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

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Questions? ✉ training@akendi.co.uk 📞 +44 (0)20 3598 6425