IT’S ALL ABOUT THE JOURNEY...

FROM BRAINSTORMING TO CANVAS

FROM MAP TO APP
IT’S ALL ABOUT THE JOURNEY...
FROM BRAINSTORMING TO CANVAS
FROM MAP TO APP

#AboutTheJourney #GISDay
IT’S ALL ABOUT THE JOURNEY…

STORIES FROM A RECOVERING WORKAHOLIC

#AboutTheJourney #GISDay
IT’S ALL ABOUT THE JOURNEY...

FROM BRAINSTORMING TO CANVAS

FROM MAP TO APP

Frank Garofalo
@fgarofalo
Manager, Interactive Esri

#AboutTheJourney #GISDay
DISCOVERING THE WORLD THROUGH GIS

GISday

#AboutTheJourney #GISDay
GIS & Esri

REWIND FROM MAPS
GIS & Esri

Rewind from maps back to brainstorming & ideation
...concepts discussing today
WHAT IS UX?
AND HOW DOES ESRI DO UX?
USER EXPERIENCE (UX) is a person's perceptions and responses that result from the use or anticipated use of a product, system or service.

ISO 9241-210
Decrease Confusion • Decrease Frustration

Increase Productivity • Increase Delight

USEFUL, USABLE, & COMPELLING
User Interface Design

User Experience

Icon Design

Usability Research
“JOURNEY”

FROM A USER EXPERIENCE PERSPECTIVE...

PUTTING YOURSELF IN THE SHOES OF YOUR TARGET AUDIENCE
...metaphor of a toolbox
YOUR TOOLBOX
YOUR TOOLBOX
YOUR TOOLBOX
YOUR TOOLBOX

Methods & Techniques

Choosing wisely the right tool for the job

Your toolbox grows & evolves over time
cabinet and building a house
“YOU CAN USE AN **ERASER** ON THE DRAFTING TABLE, OR A **SLEDGE HAMMER** ON THE CONSTRUCTION SITE.”

FRANK LLOYD WRIGHT
...evolving to be more collaborative learning
BRAINSTORMING
THE
STRUGGLES & CHALLENGES
OF BRAINSTORMING
THE
STRUGGLES & CHALLENGES
OF BRAINSTORMING
THE HUMAN ELEMENT OF COLLABORATING WITH OTHER PEOPLE
THE HUMAN ELEMENT OF COLLABORATING WITH OTHER PEOPLE
“COMING TOGETHER IS A BEGINNING, STAYING TOGETHER IS PROGRESS, AND WORKING TOGETHER IS SUCCESS.”

HENRY FORD
...as a Purdue Alum
“IF WE DID ALL THE THINGS WE ARE CAPABLE OF, WE WOULD LITERALLY ASTOUND OURSELVES.”

THOMAS EDISON
...examples of tools to add to your toolbox
JOURNEY CANVAS
AN EXAMPLE OF A “TOOLBOX” METHOD
JOURNEY CANVAS: GOALS

- Describe the high level “current state” circumstances
- Identify the complications & implications
- What are your key strengths and value propositions?
- Who are the key target audience members?
- How do you interact with your target audience members?
- What are the key objectives & metrics to gauge success?
- What drives your budget (costs & revenue)?
# JOURNEY CANVAS

**Frame:**

<table>
<thead>
<tr>
<th>Situation</th>
<th>Complications</th>
<th>Solutions</th>
<th>Unique Value Proposition</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Needs: &quot;Current state of circumstances&quot;</td>
<td>Top: &quot;Current state of circumstances, which are creating problems and challenges, or opportunities&quot;</td>
<td>Top: &quot;Current state of circumstances, which are creating problems, challenges, or opportunities&quot;</td>
<td>Clear compelling message that states why you are different and worth investment</td>
<td>Key: Person, Role, Stakeholder</td>
</tr>
<tr>
<td>Strengths</td>
<td>Implications</td>
<td>Benefits</td>
<td>Channels</td>
<td></td>
</tr>
<tr>
<td>Top: &quot;Current state of circumstances, which are creating problems and challenges, or opportunities&quot;</td>
<td>Top: &quot;Consequences of failing to act, to address the challenges, or seize the opportunities.&quot;</td>
<td>Top: &quot;Benefits in terms of the business, stakeholders, target audience, and user, eg. What would they say about the solutions?&quot;</td>
<td>Puts to Target Audience</td>
<td></td>
</tr>
</tbody>
</table>

**Key Objectives / Metrics**
- Specific, Measurable, Attainable, Relevant, Time-bound
- What does success look like? What key performance indicators (KPIs) to measure?

**Unfair Advantage**
- Why can't the solutions above be easily replicated, copied, or replaced by competitors/fraud?

**Business Model (Costs & Revenue)**
- How do you make money, and the costs involved
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<tbody>
<tr>
<td>Tip: “Current state” circumstances</td>
<td>Tip: Changes / Pressures / Demands, which are creating problems, challenges, or opportunities</td>
<td>Tip: 2 questions: What are your goals or aspirations?</td>
<td>Clear compelling message that states why you are different and worthwhile</td>
<td>Key Narrator: Influencers/Opinion Leaders</td>
</tr>
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<tr>
<td>Tip: 2 business / project / product strengths</td>
<td>Tip: 3 consequences of failing to act, to address the challenges, or seek the opportunities</td>
<td>Tip: 3 Results: What's in it for the business, stakeholders, target audiences/end users, etc. What would they say about the solution?</td>
<td>Paths to Target Audience</td>
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<th>Business Model (Costs &amp; Revenue)</th>
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<tr>
<td>Specific, measurable, Attainable, relevant, Timeto-bound</td>
<td>Why can't the solution above be easily replicated, copied, or replaced by competitors/Features?</td>
<td>How will we make money, and how will we incur costs?</td>
</tr>
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Journey Canvas

SMART Objectives, Business Model Canvas, S.M.A.R.T.
<table>
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<td>Top 3 &quot;Current State&quot; circumstances</td>
<td>Top 3 Changes / Pressures / Demands, which are creating Problems, Challenges, or Opportunities</td>
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<td>Top 3 Business/Project Strengths</td>
<td>Top 3 consequences of failing to act... to address the challenges or seek the opportunities</td>
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<tr>
<td>Key capabilities</td>
<td>Clear compelling message that states why you are different and worthwhile to use</td>
<td>Key Persona/Interests/Qualifications</td>
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<th>Benefits</th>
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<td>Top 3 Results: what’s in it for the business, stakeholders, target audience/end user, etc.</td>
<td>Ports to Target Audience</td>
<td>How we make money, and the cost of entry</td>
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### JOURNEY CANVAS

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<th>Frame: Needs</th>
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<th>Date:</th>
<th>Visitor:</th>
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</table>
| **Situation**
  Top 3: "Current state" circumstances | **Complications**
  Top 3: Changes, pressures, demands, which are causing problems, challenges, or opportunities | **Solutions**
  Top 3: Cautions | **Unique Value Proposition**
  Clear, compelling message that states why you are different and worth investment | **Target Audience**
  Key personas, users, stakeholders |
| **Strengths**
  Top 3: business / project / product strengths | **Implications**
  Top 3: Consequences of failing to act, to address the challenges, or seize the opportunities | **Benefits**
  Top 3: Results (what’s in it for the business, stakeholders, target audience, end user, etc.) What would they say about the solutions? | **Channels**
  Paths to target audience |

### Key Objectives / Metrics
- Specific, Measurable, Attainable, Realistic, Time-bound.
- What does Success look like? Key Performance Indicators (KPIs) to measure?

### Unfair Advantage
- Why can’t the Solutions (above) be easily replicated, copied, or replaced by competitors/threats?

### Business Model (Costs & Revenue)
- How we make money, and the costs we incur
**JOURNEY CANVAS**

- **Individual Activity**
  - Have people individually capture ideas on sticky notes for each section/block

- **Group Activity**
  - Discuss with your group / team
  - Within each section/block, move common ideas together (card sort)
  - Goal: for your breakout group to achieve an understanding of a common journey
...GIS example, using a combination of tools
Ideation Workshop
An example of a combination of methods
MOBILE APP

- An overhaul of an existing mobile app
- App was viewed as serving a utility purpose
- Feedback from users was “less than positive”
- Ideation Workshop to plan new vision
IDEATION WORKSHOP
IDEATION WORKSHOP

SETTING THE FRAME

TARGET AUDIENCE

JOURNEY CANVAS

EMPATHY “MAPPING”

JOURNEY “MAPPING”

BIG IDEA GENERATION

FEASIBILITY & DESIRABILITY MATRIX
IDEATION WORKSHOP

TOMORROW 8:00 a.m. – Noon
GRISSOM 102 (space is limited)

http://esriurl.com/IdeationWorkshop
...some take-aways
“DO THE BEST YOU CAN UNTIL YOU KNOW BETTER. THEN, WHEN YOU KNOW BETTER, DO BETTER.”

MAYA ANGELOU
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Questions?

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Journey Canvas (with aspects of SWOT Analysis, Problem-Solution-Benefit, SMART Objectives, Business Model Canvas, SCIPAB®, plus my own blood, sweat & tears)