IT'S ALL ABOUT THE JOURNEY...

FROM BRAINSTORMING TO CANVAS

FROM MAP TO APP
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FROM BRAINSTORMING TO CANVAS
FROM MAP TO APP
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
GIS & Esri

REWIND FROM MAPS
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
User Interface Design

User Experience

Icon Design

Usability Research
PRODUCTS
(INTEGRATED & FOCUSED)

Creative Lab

Product Teams

UX & UI

Developer
Product Engineer
Product Management
“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

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
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

<table>
<thead>
<tr>
<th>Frame: Needs</th>
<th>Complications Top: Challenges / Pressures / Barriers, which are causing problems, challenges, or opportunities</th>
<th>Solutions Top: Opportunities / Capabilities</th>
<th>Unique Value Proposition Clear compelling message that states why you are different and valuable</th>
<th>Target Audience Key Influencers / Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Situation Top: Current state / circumstances</td>
<td>Implications Top: Consequences of failing to act... to address the challenges or seize opportunities</td>
<td>Benefits Top: Results when in it for the business, stakeholders, target audience / end user, etc. What would they say about the solution?</td>
<td>Channels Rules to target audience</td>
<td></td>
</tr>
<tr>
<td>Strengths Top: Business / Project / Product strengths</td>
<td>Key Objectives / Metrics Specific, measurable, attainable, relevant, time-bound. What does this mean? Which key performance indicators (KPIs) to measure?</td>
<td>Unfair Advantage Why can’t the solution above be easily replicated, copied, or replaced by a competitor / rival?</td>
<td>Business Model (Costs &amp; Revenue) How do you make money, and the costs incurred</td>
<td></td>
</tr>
</tbody>
</table>

**Journey Canvas**

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<tr>
<th>Situation</th>
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<th>Solutions</th>
<th>Unique Value Proposition</th>
<th>Target Audience</th>
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<tbody>
<tr>
<td><strong>Tip:</strong> Current state / circumstances</td>
<td><strong>Tip:</strong> Changes / Pressures / demands, which are creating problems / challenges, or opportunities</td>
<td><strong>Tip:</strong> 2 conclusions</td>
<td><strong>Clear, compelling message that states why you are different and worthwhile</strong></td>
<td><strong>Key Person / Client / Stakeholder</strong></td>
</tr>
</tbody>
</table>

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<td><strong>Tip:</strong> 2 business / project / product strengths</td>
<td><strong>Tip:</strong> 2 consequences of failing to act, to analyze the challenges, or seek the opportunities</td>
<td><strong>Tip:</strong> 3 results: What’s in it for the business, the customers, the target audience, and you, what would they say about this solution?</td>
<td><strong>Steps to target audience</strong></td>
</tr>
</tbody>
</table>

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<tr>
<th>Key Objectives / Metrics</th>
<th>Unfair Advantage</th>
<th>Business Model (Costs &amp; Revenue)</th>
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<tbody>
<tr>
<td>Specific, measurable, attainable, relevant, time-bound</td>
<td>Why can’t the solutions above be easily replicated, copied, or replaced by competitors? / Unique</td>
<td>How are we making money, and is the cost of entry...</td>
</tr>
</tbody>
</table>

**Journey Canvas**

[esri.com](http://esri.com)  SMART Objectives, Business Model Canvas, SCRM, and many other solutions © 2023 Esri. All rights reserved. www.esri.com/learning
## Situation

Top 3 "Current State" circumstances

## Complications

Top 3 Changes / Pressures / Demands, which are creating Problems, Challenges, or Opportunities

## Strengths

Top 3 Business/Project Strengths

## Implications

Top 3 consequences of failing to act... to address the challenges, or seek the opportunities.
<table>
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<tr>
<th>Frame: Need</th>
<th></th>
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<tr>
<td>Situation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top: &quot;Current state&quot; circumstances</td>
<td></td>
<td></td>
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<td>Strengths</td>
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<td></td>
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</tr>
<tr>
<td>Top: business/impl/positive strengths</td>
<td></td>
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<tr>
<td>Key Objectives/Metrics</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Specific, measurable, attractive, realistic, time-bound</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Key: Repeatable 1-2-3 Key: Repeatable 1-2-3</td>
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<tr>
<th>Solutions</th>
<th>Unique Value Proposition</th>
<th>Target Audience</th>
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<tbody>
<tr>
<td>Top 3 Capabilities</td>
<td>Clear, compelling message that states why you are different and worth investment</td>
<td>Key: Personas/Users/Stakeholders</td>
</tr>
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</table>

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<th>Benefits</th>
<th>Channels</th>
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<tr>
<td>Top 3 Results (what's in it for the business, stakeholders, target audience/end-user, etc.): What would they say about the solutions?</td>
<td>Paths to Target Audience</td>
</tr>
</tbody>
</table>
**JOURNEY CANVAS**

<table>
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<tr>
<th>Frame: Needs</th>
<th>Names:</th>
<th>Date:</th>
<th>Website:</th>
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<td>Tip: &quot;Current state&quot; circumstances</td>
<td>Tip: &quot;Changes, pressures, demands, which are causing problems, challenges, or opportunities&quot;</td>
<td>Tip: 2 caudalitas</td>
<td>Clear compelling message that states why you are different and worthwhile</td>
<td>Key Persona/reasons/relationships</td>
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<td>Tip: 3 business/project/profit strengths</td>
<td>Tip: 3 categories of thinking to act: To address the challenges or seek the opportunities</td>
<td>Tip: 3 Results: What's it for the business, stakeholders, target audience/sell what would they say about the solution?</td>
<td>Puts to target audience</td>
</tr>
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**Key Objectives / Metrics**
Specific, Measureable, 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
- Journey Canvas
- Target Audience
- Empathy “Mapping”
- Journey “Mapping”
- Big Idea Generation
- Feasibility & Desirability Matrix
IDEATION WORKSHOP

TOMORROW 8:00 a.m. – Noon
GRISZOM 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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