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

#AboutTheJourney #GISDay
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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
#AboutTheJourney #GISDay

...discovering our world
DISCOVERING THE WORLD THROUGH GIS
GIS & Esri
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.
Decrease Confusion • Decrease Frustration

Increase Productivity • Increase Delight

USEFUL, USABLE, & COMPELLING
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

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:</th>
<th>Needs</th>
<th>Complications</th>
<th>Solutions</th>
<th>Unique Value Proposition</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Situation</td>
<td>Top 3: “Current state” circumstances</td>
<td>Top 3: Changes, Pressures, Impacts, or opportunities</td>
<td>Top 2: Calculations</td>
<td>Clear compelling message that states why you are different and worthwhile</td>
<td>Key Influencers/ Stakeholders</td>
</tr>
<tr>
<td>Strengths</td>
<td>Top 3: Business / Project / Product strengths</td>
<td>Implications</td>
<td>Top 2: Consequences of failing to act; to address the challenges or find the opportunities</td>
<td>Benefits</td>
<td>Channels</td>
</tr>
<tr>
<td>Key Objectives / Metrics</td>
<td>Specific, Measurable, Attainable, Relevant, Time-bound, What does success look like? Key Performance Indicators (KPIs) to measure?</td>
<td>Unfair Advantage</td>
<td>Why can't the solutions above be easily replicated, copied, or replaced by competitors/ Rivals?</td>
<td>Business Model (Costs &amp; Revenue)</td>
<td></td>
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</table>

Journey Canvas

[esri logo]
### JOURNEY CANVAS

**Motto:**

<table>
<thead>
<tr>
<th>Situations</th>
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<tbody>
<tr>
<td>&quot;Current state: circumstances&quot;</td>
<td>&quot;Current problems: opportunities, challenges, or threats&quot;</td>
<td>&quot;Proposed solutions: capabilities&quot;</td>
<td>&quot;Value proposition: Clear, compelling message that states why you are different and worthwhile&quot;</td>
<td>&quot;Key Persona:&quot;</td>
</tr>
</tbody>
</table>

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<th>Benefits</th>
<th>Channels</th>
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<tr>
<td>&quot;Business/Project/Profile strengths&quot;</td>
<td>&quot;Implications: Consequence of not acting to address the challenges or seize the opportunities.&quot;</td>
<td>&quot;Benefits: &quot;What's in it for the business, stakeholders, target audience, and user; what would they say about the solution?&quot;</td>
<td>&quot;Path to Target Audience&quot;</td>
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<td>&quot;Specific, measurable, attainable, relevant, time-bound.&quot;</td>
<td>&quot;Why can't the solution be easily replicated, copied, or replaced by competition?&quot;</td>
<td>&quot;How will we make money, and the cost structure&quot;</td>
</tr>
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<td>Solutions</td>
<td>Unique Value Proposition</td>
<td>Target Audience</td>
</tr>
<tr>
<td>-------------------</td>
<td>--------------------------</td>
<td>-------------------------------</td>
</tr>
<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>
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<th>Benefits</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>
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**Frame:**
- **Situation**
  - Need: List current state/circumstances
  - Gap: List what you are or opportunity
- **Strengths**
  - Top 3 assets/impact/positive strengths
- **Implicit**
  - Top 3 gaps to address or seed the

**Key Objectives / Metrics**
- Specific
- Measurable
- Achievable
- Relevant
- Timebound
- High-value outcomes
- Key performance indicators (KPIs)
# JOURNEY CANVAS

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<tr>
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<th>Names</th>
<th>Date</th>
<th>Visitor:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Situation</strong>&lt;br&gt;Tip: Current state circumstances</td>
<td><strong>Complications</strong>&lt;br&gt;Tip: Changes/Pressures/Demands, which are major problems/challenges, or opportunities</td>
<td><strong>Solutions</strong>&lt;br&gt;Tip: 2 causalities</td>
<td><strong>Unique Value Proposition</strong>&lt;br&gt;Clear, compelling message that states why you are different and worthwhile more</td>
</tr>
<tr>
<td><strong>Strengths</strong>&lt;br&gt;Tip: Business/project/profession strengths</td>
<td><strong>Implications</strong>&lt;br&gt;Tip: 2 categories of taking to act,...to address the challenges, or seize the opportunities</td>
<td><strong>Benefits</strong>&lt;br&gt;Tip: Results (what's in it for the business, stakeholders, target audience/end user, etc.) What would they say about the solution?</td>
<td><strong>Channels</strong>&lt;br&gt;Path to Target Audience</td>
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**Key Objectives / Metrics**<br>Specific, Measurable, Attainable, Realistic, Time-bound. What does Success look like? Key Performance Indicators (KPIs) to measure?

**Unfair Advantage**<br>Why can't the Solutions (above) be easily replicated, copied, or replaced by competitors/threats?

**Business Model (Costs & Revenue)**<br>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
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 "MAPPING"

JOURNEY CANVAS

EMPATHY "MAPPING"

BIG IDEA GENERATION

FEASIBILITY & DESIRABILITY MATRIX
IDEATION WORKSHOP

TOMORROW 8:00 a.m. – Noon
GRISOM 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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<td>Top 3 Business / Project / Product Strengths</td>
<td>Top 3 consequences of failing to act... to address the challenges, or seek the opportunities.</td>
<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>
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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)