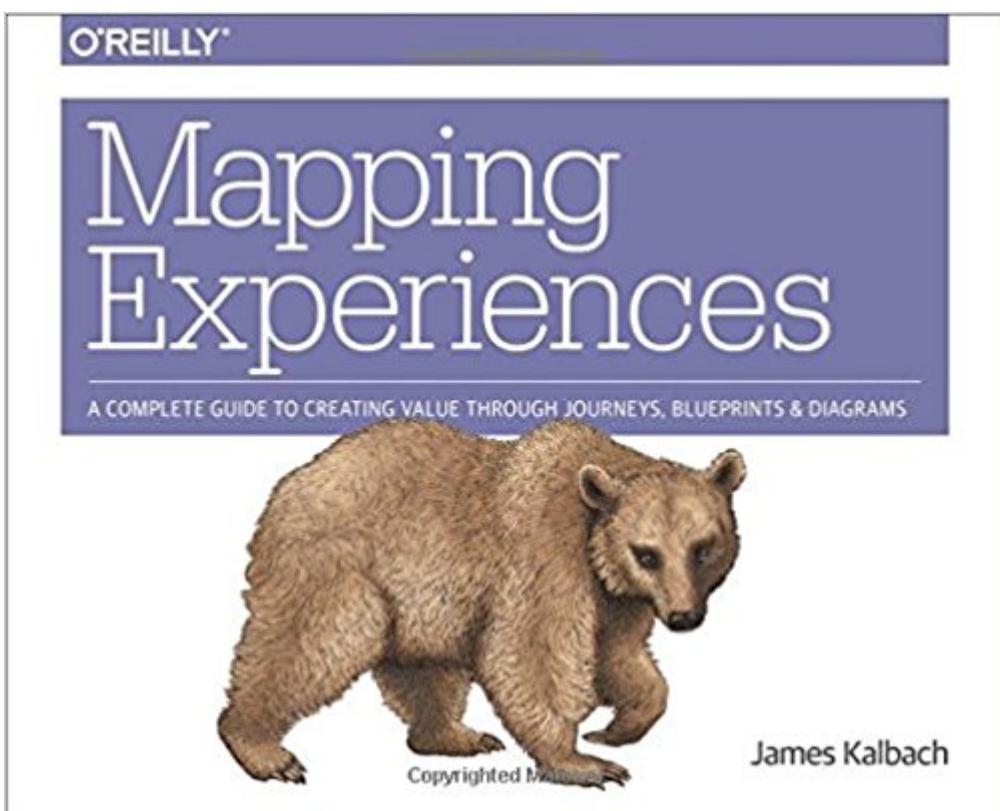The book was found

Mapping Experiences: A Complete Guide To Creating Value Through Journeys, Blueprints, And Diagrams

Synopsis

Customers who have inconsistent, broken experiences with products and services are understandably frustrated. But itÃ¢ ¬â„¢s worse when people inside these companies canÃ¢â ¬â„¢t pinpoint the problem because theyÃ¢â ¬â„¢re too focused on business processes. This practical book shows your company how to use alignment diagrams to turn valuable customer observations into actionable insight. With this unique tool, you can visually map your existing customer experience and envision future solutions.Product and brand managers, marketing specialists, and business owners will learn how experience diagramming can help determine where business goals and customer perspectives intersect. Once youÃ¢â ¬â„¢re armed with this data, you can provide users with real value.Mapping Experiences is divided into three parts:Understand the underlying principles of diagramming, and discover how these diagrams can inform strategyLearn how to create diagrams with the four iterative modes in the mapping process: setting up a mapping initiative, investigating the evidence, visualizing the process, and using diagrams in workshops and experimentsSee key diagrams in action, including service blueprints, customer journey maps, experience maps, mental models, and spatial maps and ecosystem models

Book Information

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Customer Reviews

Jim Kalbach is a noted author, speaker, and instructor in user experience design, information architecture, and strategy. He is currently the Head of Customer Success at MURAL, a leading visual online workspace for remote collaboration.Jim has worked with large companies, such as

eBay, Audi, SONY, Elsevier Science, LexisNexis, and Citrix. Before returning to the U.S. in 2013 after living for fifteen years in Germany, Jim was the co-founder of the European Information Architecture conferences. He also co-founded the IA Konferenz series in Germany.Jim plays jazz bass in jam sessions and combos in Jersey City, where his currently lives. In 2007 Jim published his first full-length book with OÃ¢ ¬â„¢Reilly, Designing Web Navigation. His second book, Mapping Experiences (OÃ¢ ¬â„¢Reilly) was published in 2016. He blogs at experiencinginformation.com and tweets under @jimkalbach.

It is a comprehensive review of the topic and all aspects to consider in ...as the title says "Mapping Experiences" from customer journey maps and beyond. covers everything from how to write an project proposal for one to what software to use including collaborative software. My only criticism is that it is hard to see the examples in detail to fully understand. But in the end it is not about copying the examples, but how to create your own for what you need and all the choices and processes that go with defining what that is.

Very usefull guidence to the graphic organizers and mapping processes in business. A full variety of cases and visual diagrams for business and customer journey. I am fond of it when preparing new course Design management.

Excellent! No other resource provides such a thorough and thoughtful overview of the many kinds of experience maps and related visual models. I consider this the new bible of visual experience mapping. As someone who has been deep into both customer experience from a marketing perspective and UX research and design, I would recommend this to anyone in who wants to add these visual tools to their toolbox and actually understand when, where, how, for who, and why to use them. Highly recommended.

This is the must-have guide for business analysts and project managers designing employee and customer experiences. It skips the laborious theories in many books, and jumps right into practical examples and exercises you can use with yoru team to assess and improve your processes.

When I first took a workshop from Jim on the topic of Diagramming and Customer Experience, I was overjoyed that he had put together such a comprehensive discussion of the topic. Imagine my delight, then, when Jim put his thoughts to paper and created Mapping Experiences.Three things

stand out for me in this book:* The "taxonomy" of diagrams used in the CX domain. This is the first book I've found that actually catalogs all of the various types of diagrams we use in our discipline* A theoretical framework that underlies **all** diagrams, specifically the relationship of the business processes to the customer experience ("back of house" vs. "front of house")* A rational approach to selecting which type of diagram and how to apply it.All in all, I've enjoyed Jim's easy style, the diagrams and his clear progression throughout the book.

This is a beautiful, informative, and dense book. Unique and very rich pictures/diagrams. It's a great evolution from the earlier story mapping books and articles. I'd recommend it to anyone who wants to do clearer and better requirements.

An excellent introduction and guide, especially to someone not familiar with the issue, full of examples and illustrations.

Comprehensive and clear in its examples. A joy too study the maps. Great inspiration for your next workshops and for your next poster.

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