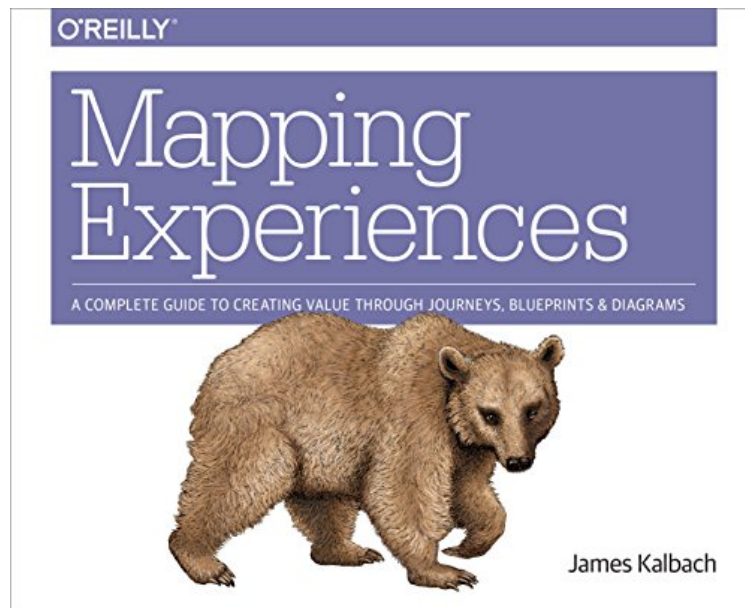


[Free] Mapping Experiences: A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams

Mapping Experiences: A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams

James Kalbach

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James Kalbach : Mapping Experiences: A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mapping Experiences: A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams:

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Customers who have inconsistent, broken experiences with products and services are understandably frustrated. But it's worse when people inside these companies can't pinpoint the problem because they'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 you'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 strategy. Learn 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 experiments. See key diagrams in action, including service blueprints, customer journey maps, experience maps, mental models, and spatial maps and ecosystem models.

About the Author 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 he currently lives. In 2007 Jim published his first full-length book with O'Reilly, *Designing Web Navigation*. His second book, *Mapping Experiences* (O'Reilly) was published in 2016. He blogs at experiencinginformation.com and tweets under @jimkalbach.