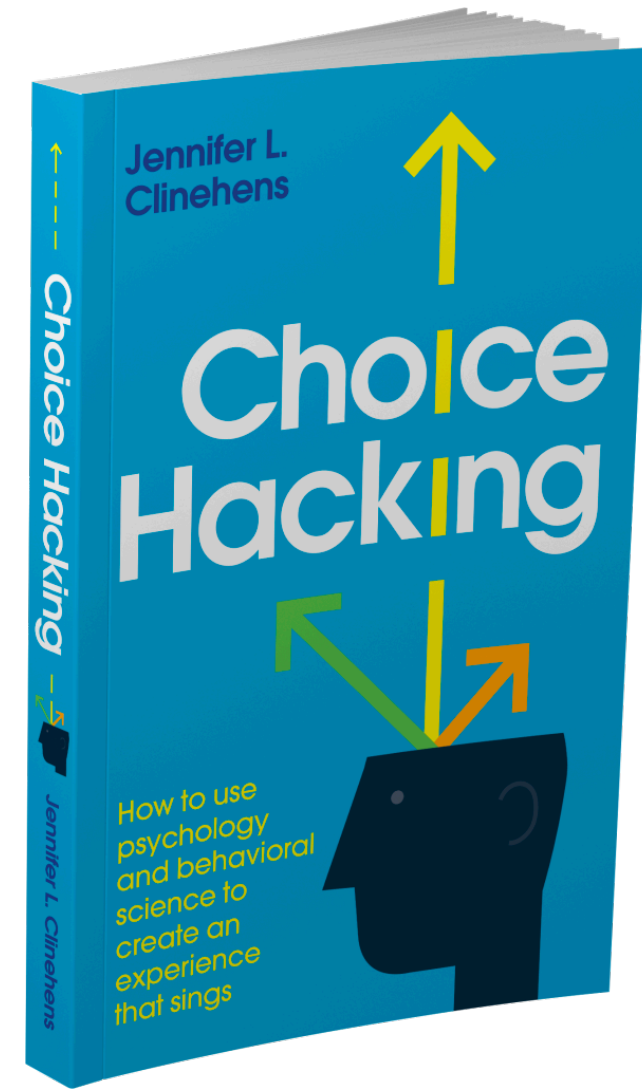
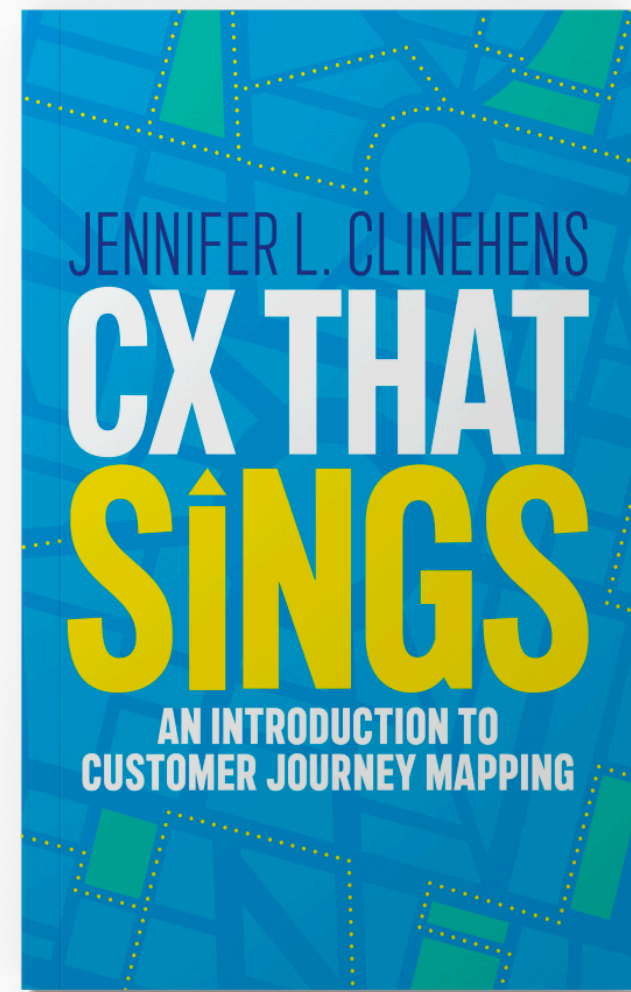




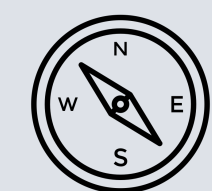
# CREATING MAGNIFICENT JOURNEY MAPS

**CORE MODULE 1**

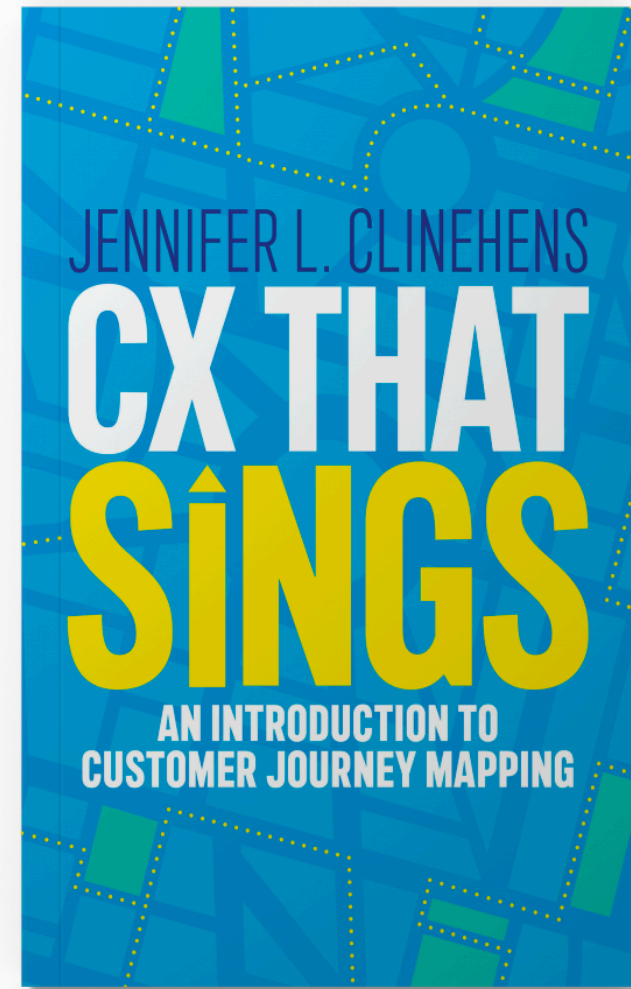




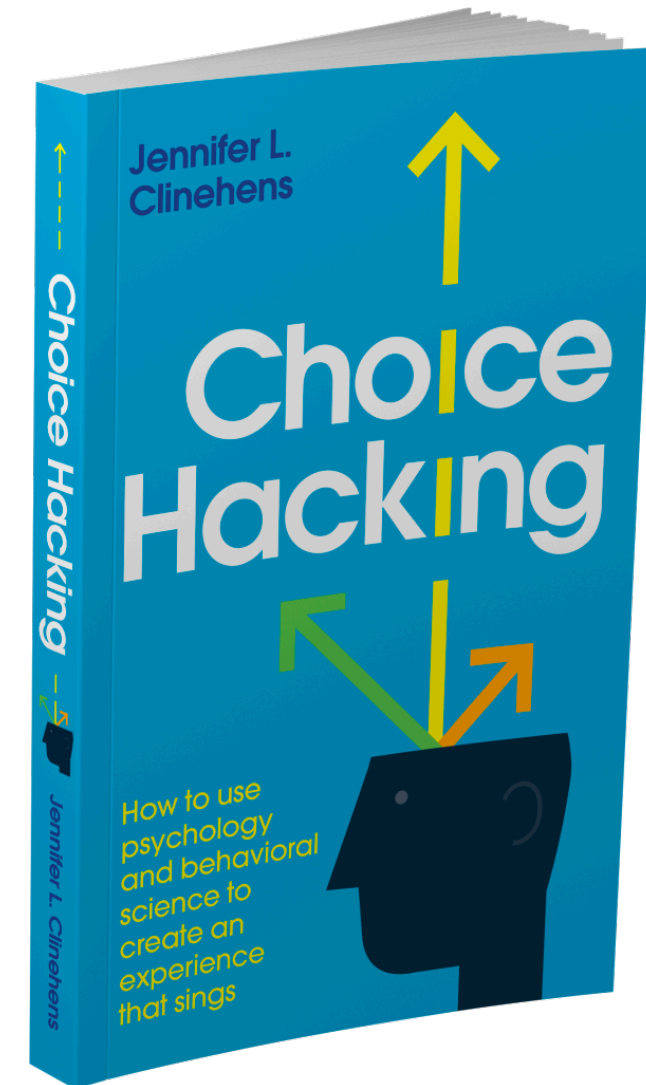
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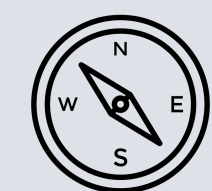
CREATING MAGNIFICENT  
JOURNEY MAPS

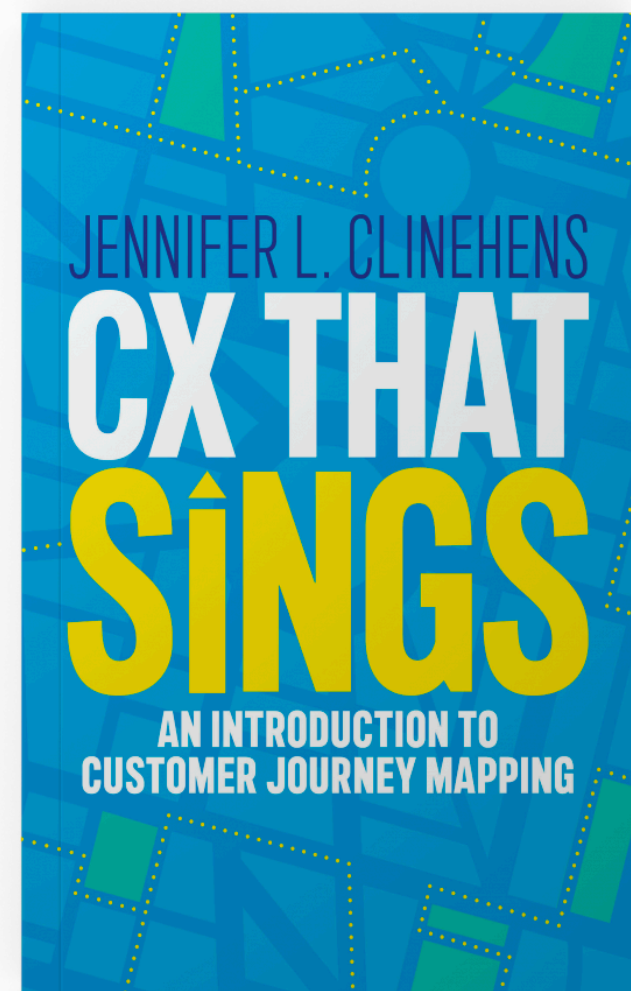


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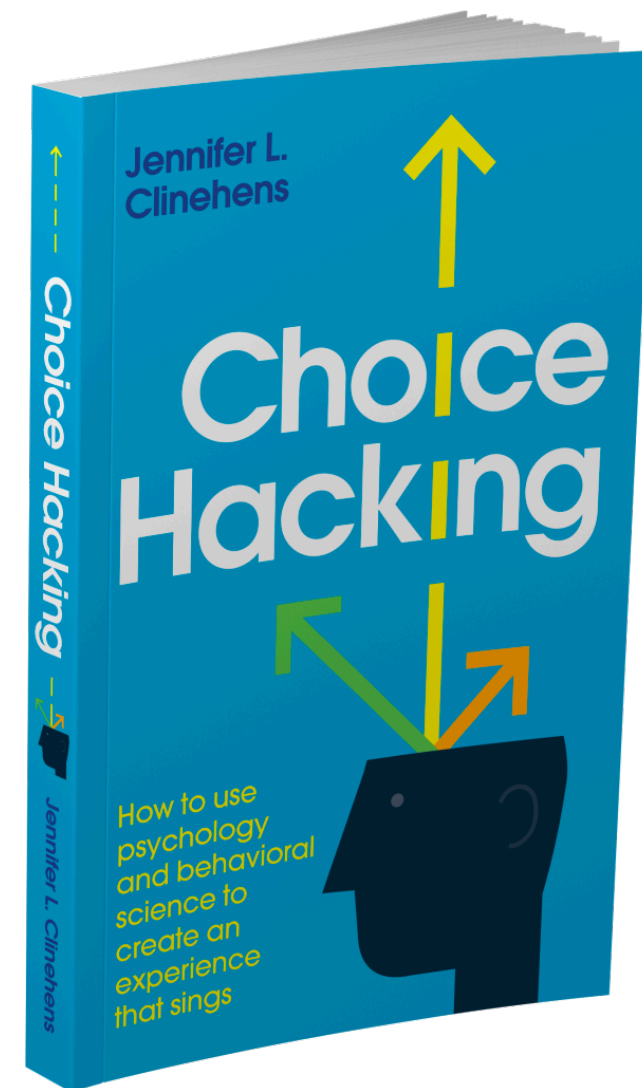


**Professional**

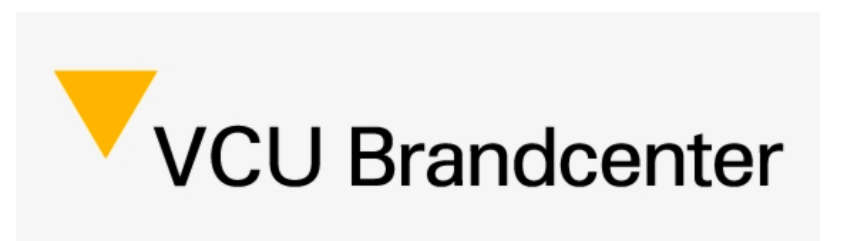




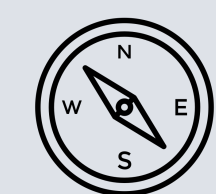
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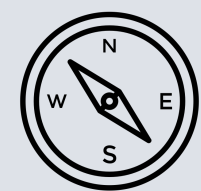
**Professional**



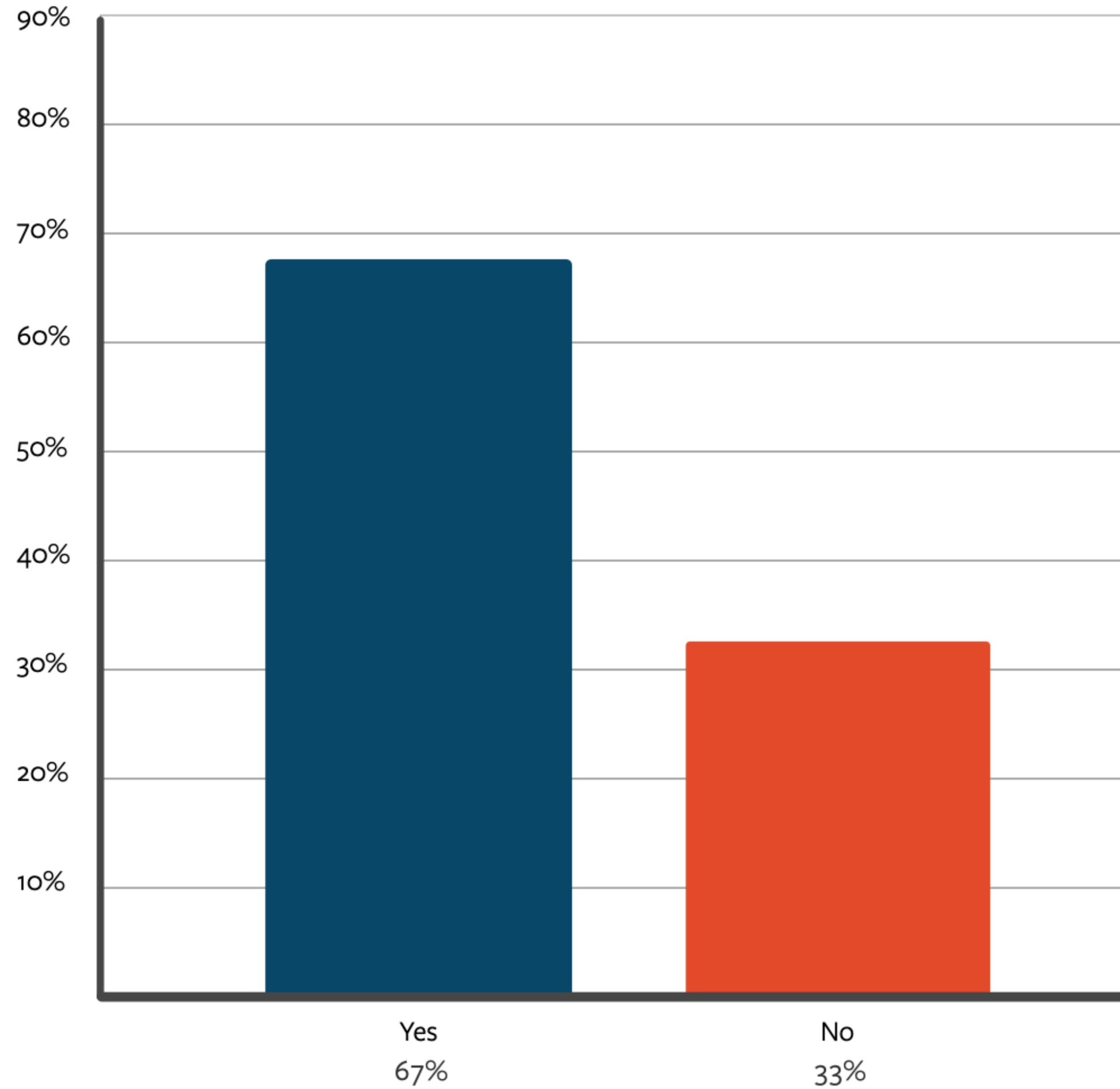
**Guest Lecturer**



# OUR CHALLENGE



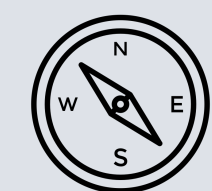
## Does your organisation currently use customer journey mapping?



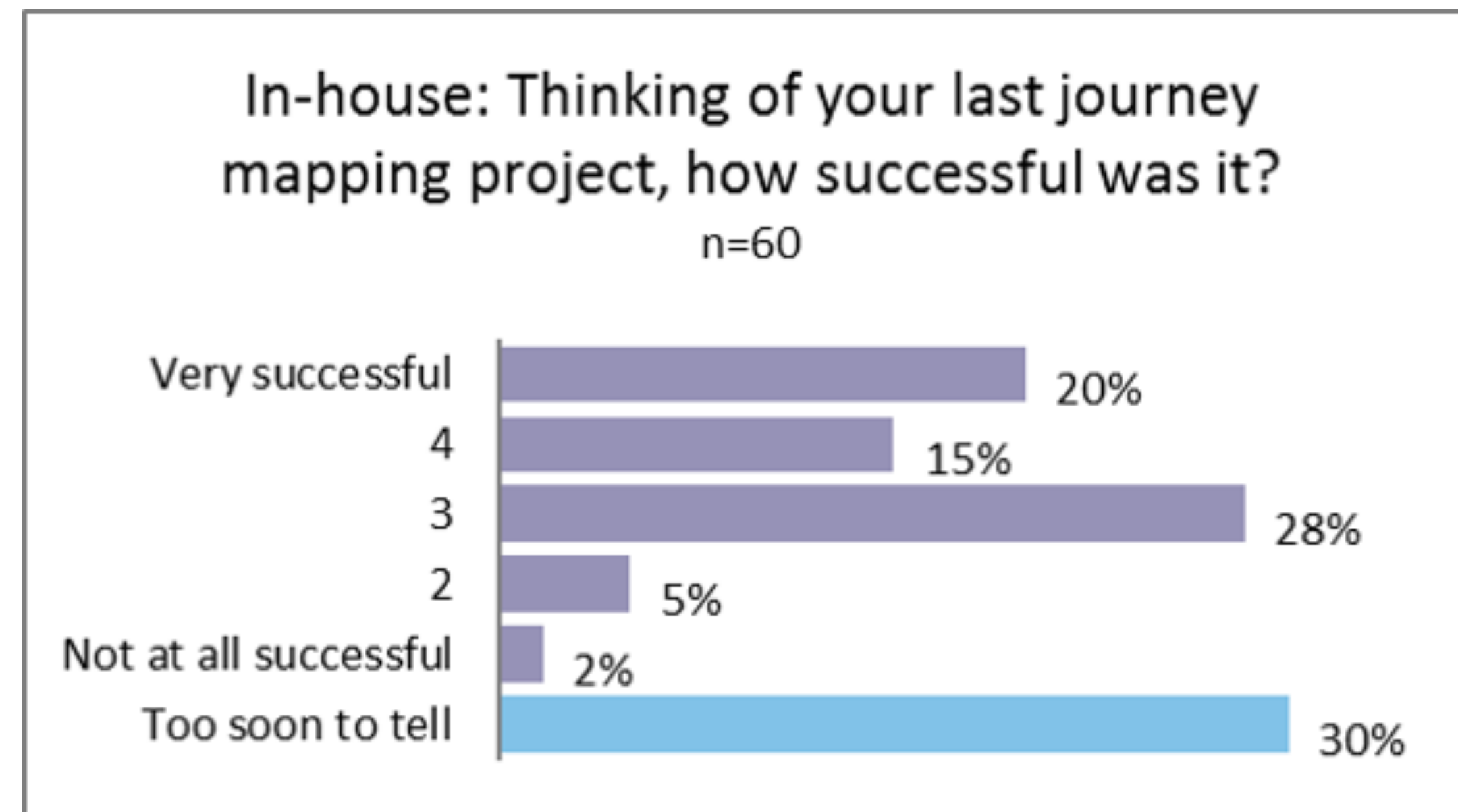
Source: MyCustomer "Customer journey mapping research report 2018"

**Customer journey maps don't have an awareness or adoption problem.**

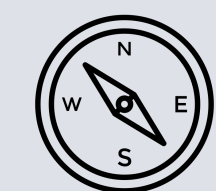
**Which must mean they're foolproof, right?**



## But actually... 2/3 of journey maps fail.



Source: Heart of the Customer Research









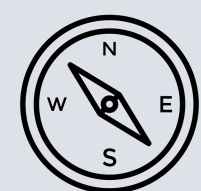








# WHAT YOU'LL LEARN



# CREATE





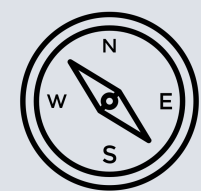
# PERSUADE

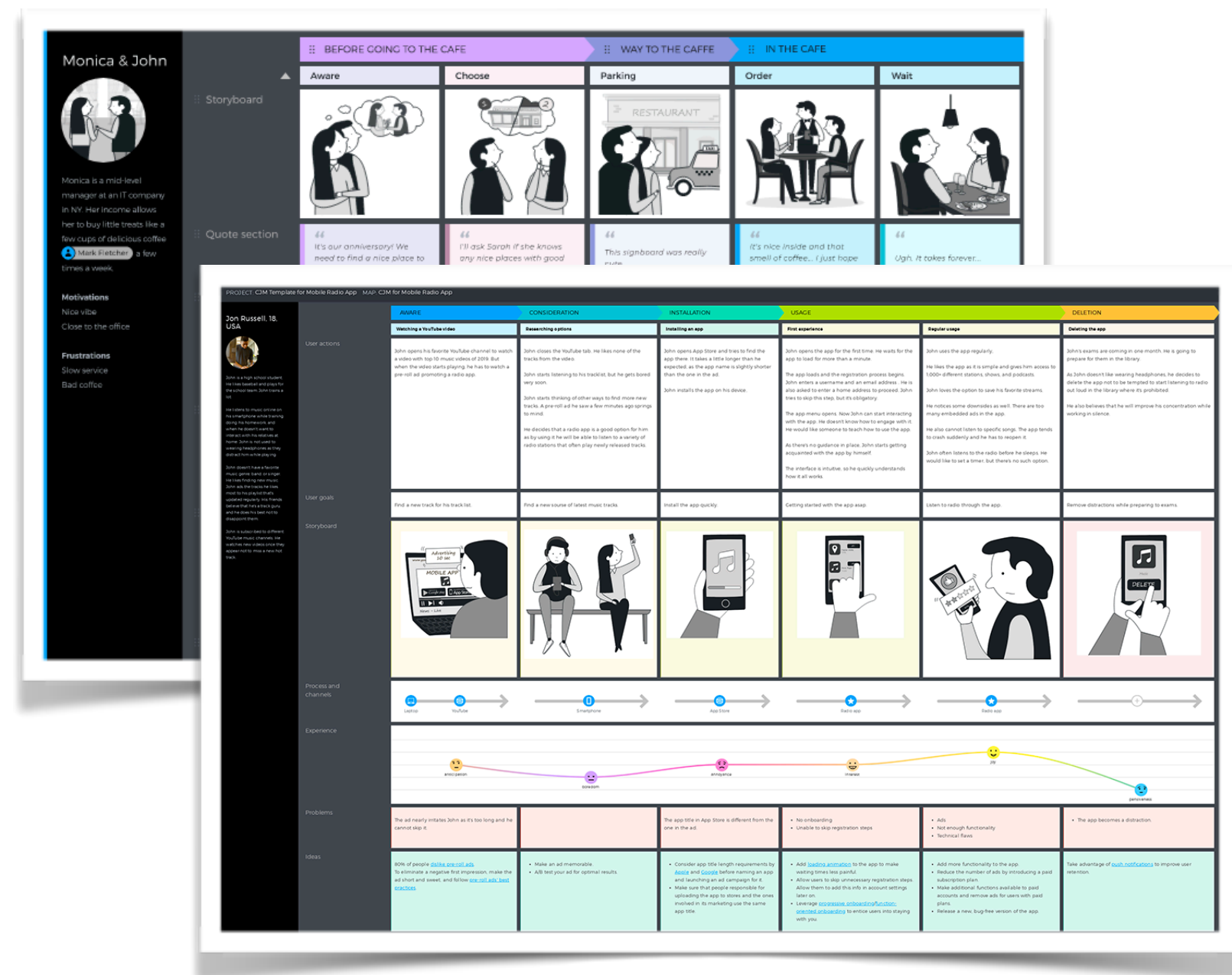


# ACTION

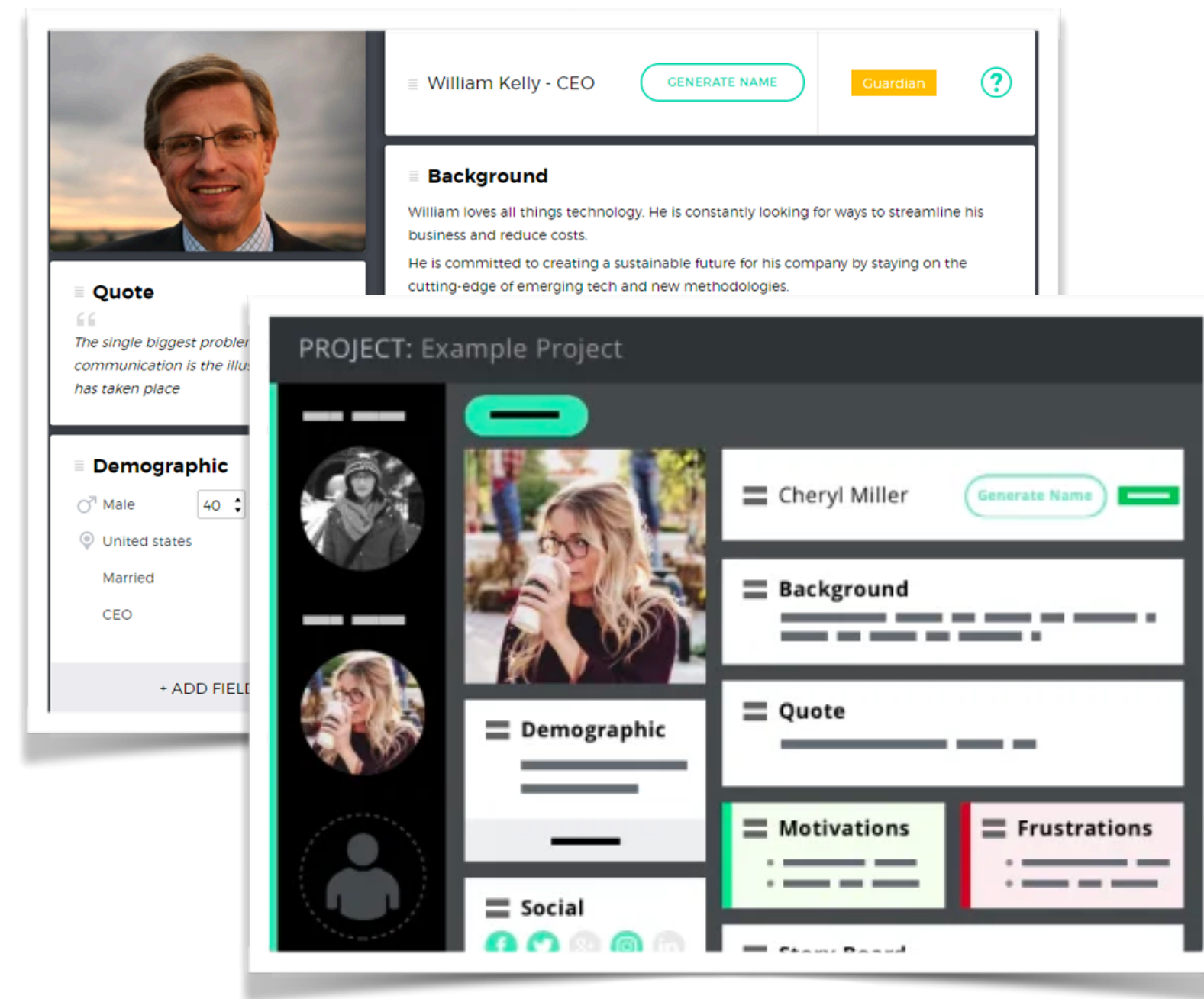


# WHAT WE'LL CREATE





Two journey maps

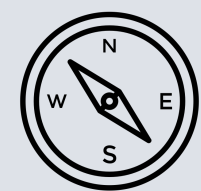


Two personas

# UXPRESSIA

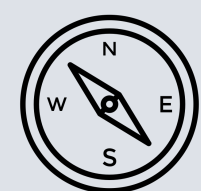


# COURSE FORMAT

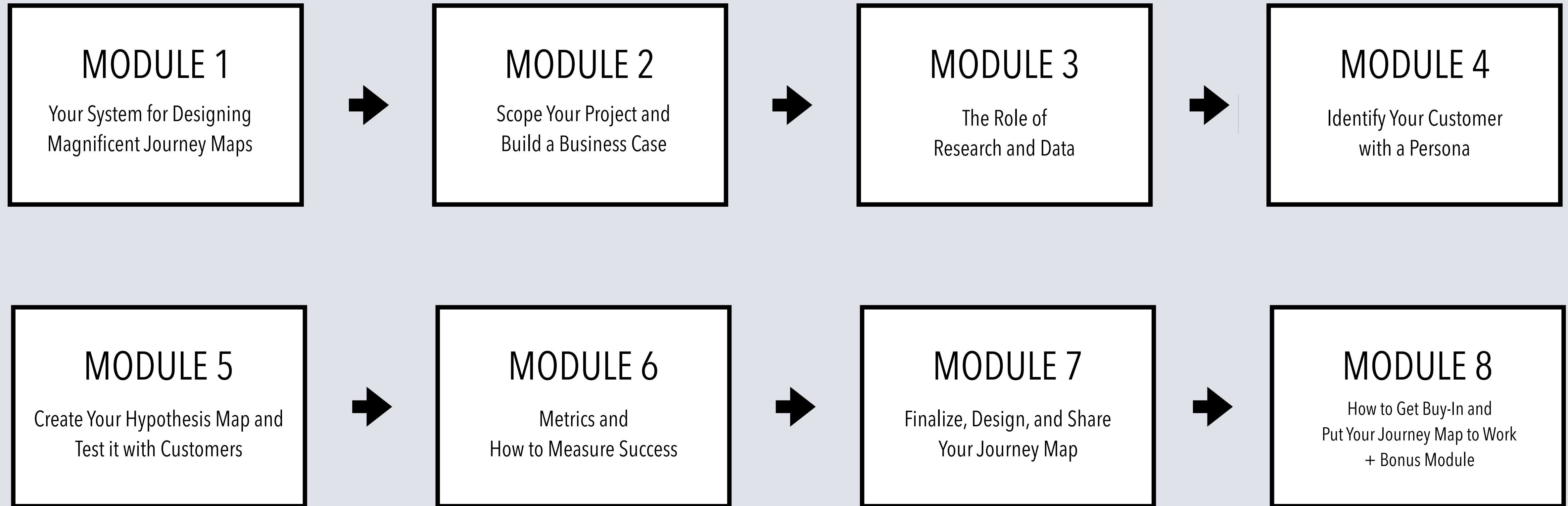


**1 CORE MODULE = 1 WEEK\***

**\*except our final week**



# COURSE MODULES





# In our next module...

What are Journey Maps, what problems do they solve,  
and how are they constructed?

