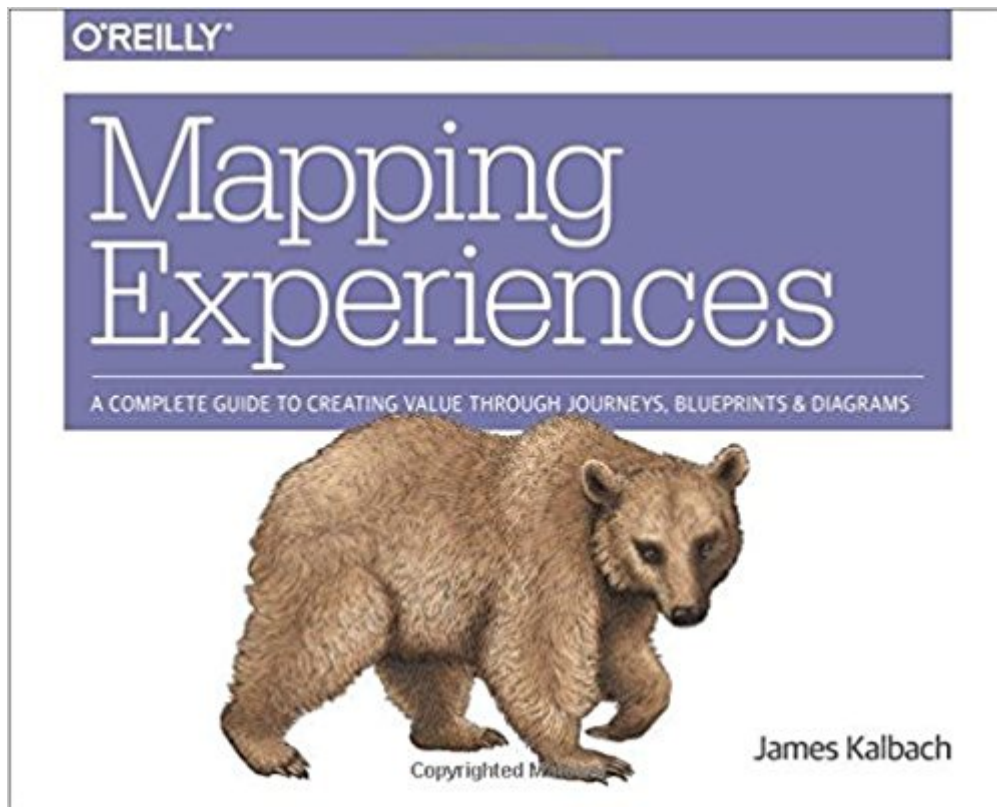# Mapping Experiences: A Complete Guide To Creating Value Through Journeys, Blueprints, And Diagrams

Synopsis

Customers who have inconsistent, broken experiences with products and services are understandably frustrated. But itâ ™s worse when people inside these companies canâ ™t pinpoint the problem because theyâ ™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 youâ ™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

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.

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.

This is a truly must read book for all Product Managers, Service Managers, UX Experts, Designers and entrepreneurs and everyone building products and services for great customer experience. In Part 1 the author explains the fundamentals of visualizing value and offer a fundamental on mapping experiences and strategic insight. Part 2 is all about a general process you can use to map customer experiences. Part 3 goes in details and offer tips and tricks on different kind of diagrams(like service blueprints, customer journey maps, Spatial Models, etc) and how to better use them. I strongly recommend the book and for the best customer experience buy the printed book. The visuals are great and you can use it a lot as reference!

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 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.

This is a great resource for folks who need to diagram experiences. There are a lot of examples. The information is useful. It's definitely one I'll refer to often for marketing and website planning. The only downfall is the images are so small due to the restriction of the book size that it's hard to read (coming from a 45+ yr old) and difficult to appreciate the level of detail that went into them.

"Mapping Experiences" is a thoughtful, intentional work on mapping experiences to ensure stakeholder alignment and to create an actionable launching pad to strategy and design. If you're involved in design projects, definitely read this book!Mr. Kalbach provides a holistic tutorial on why and how to map the experiences of the people who use your product or service. His writing is very practical, succinct, and informational. Not only will you learn a lot by reading his words but you'll enjoy it in the process.

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