



[toughproblem]

innovative strategy & design

www.toughproblem.com.au

# Customer Experience Pathway Mapping

## Uncover improvement and innovation hotspots

Fresh Thinking | New Approach

► Deepen your design knowledge by experiencing a technique that will help you think about a product or service from a users perspective to help design something that actually makes sense for them.

### Overview:

Companies develop deeper connections with their customers when they deliver meaningful product and service experiences therefore providing a level of value that helps products and services resist the rapid 'commodification' of today's markets. Customer Experience Mapping is an excellent tool for creating a differentiated customer experience. Customer Pathways can be used for finding opportunities and for describing how a changed process or system will affect the current customer experience. This course will teach you how to use customer pathways to develop a genuine understanding & empathy for the experience your customers are really having.

### Learning Experience & Outcomes:

#### You will:

- Learn about and experience using a simple yet versatile tool to understand how a customer 'actually' interacts and would like to interact with your products and services
- Use pathway mapping techniques to capture the key interactions that users of a system experience and what they (Think, Feel, Do) during these interactions
- Apply the 5 E's heuristic (Entice, Enter, Engage, Exit, Extend)
- Uncover opportunities to improve an existing experience or identify 'white spaces' to create new ones
- Learn how this approach can connect with other business analysis or project tools

### Course Details

**Duration:** One Day Workshop

**Location:**

Contact us for specific details.

**Cost:**

**Venue:**



### Registration & Enquiries

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"We come from different directions to meet and exchange stories, ideas and knowledge"  
Source: Traditional aboriginal symbol

The [toughproblem]<sup>TM</sup> learning experience is a blend of theory, application and reflection...



### Our Courses:

- An introduction to Customer-Based Design
- Customer Based Design: How to Run a Design Project
- Creative Thinking Tools for Business
- Customer Experience Pathway Mapping
- Dynamic Customer Immersion Research Techniques
- How to Run a Powerful Invention Workshop
- The A1woB for Strategy Design
- Rapid Prototyping Techniques

### The [toughproblem]<sup>TM</sup> story

#### OUR FOUNDATION PRINCIPLE:

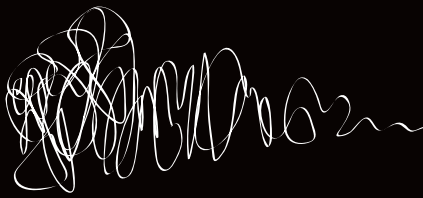
We use design to help humans connect with organisations through innovative & meaningful products, services and experiences.

#### WE BELIEVE IN:

- Understanding context in the wider system
- Using the whole brain to solve problems
- Powerful Questions & Engaging Conversations
- Thinking beyond economic outcomes
- Seeing through beginners eyes
- Action to quickly test & improve ideas



Fresh | Smart | Human | Easy



# Customer-focused - Skill Builder Program

Our design & innovation “Skill Builder Program” is designed to help you create a more customer-focused organisation. Visit our web site at [www.toughproblem.com.au](http://www.toughproblem.com.au) to download the detailed course outlines.

## Start here

### 1 Customer-Based Design

Gain experience using the processes and approaches that have guided great innovators and designers for decades. Set yourself and your team up to improve the value you create for your customers and organisation.

## Build your toolbox

### 2 Customer Experience Pathway Mapping

Gain experience with a tool that will help you think about a product or service from a users perspective and design something that works for them.

### 3 Creative Thinking Tools for Business

Unleash the power of visualisation, dialogue and heuristics to help you think, create and plan your way out of tough problems.

## PROBLEM

## CREATION

## PERFORMANCE

Problem Framing

Immersion

Ideation

Rapid Prototyping

Launch & Track

### 4 The AtwoB for Strategy Design

Equip yourself with the process, tools and techniques needed to deal with problems that do not respond to logic and analysis and build a road map for change.

### 5 Customer Immersion Research Techniques

Use active customer engagement techniques to build empathy for your customers and stay one step ahead of your competitors.

### 6 Run a Powerful Invention Workshop

Equip yourself with the process, tools and techniques to tap into the creative potential within your organisation.

### 7 Rapid Prototyping Techniques\*

Learn how to rapidly create prototypes and test them with customers and stakeholders. Build them cheap, fast and early to learn quickly. \*Coming soon

Get your project off to a good start

See the world through the eyes of the customer

Generate innovative ideas

Bring your ideas to life