

I214 Conceptual models

April 9, 2013

What is a conceptual model?

A representation of a problem, system,
or opportunity

Ideally highlights possibilities for action

What we'll look at

Map

Timeline

Landscapes

Experience model

Customer journey

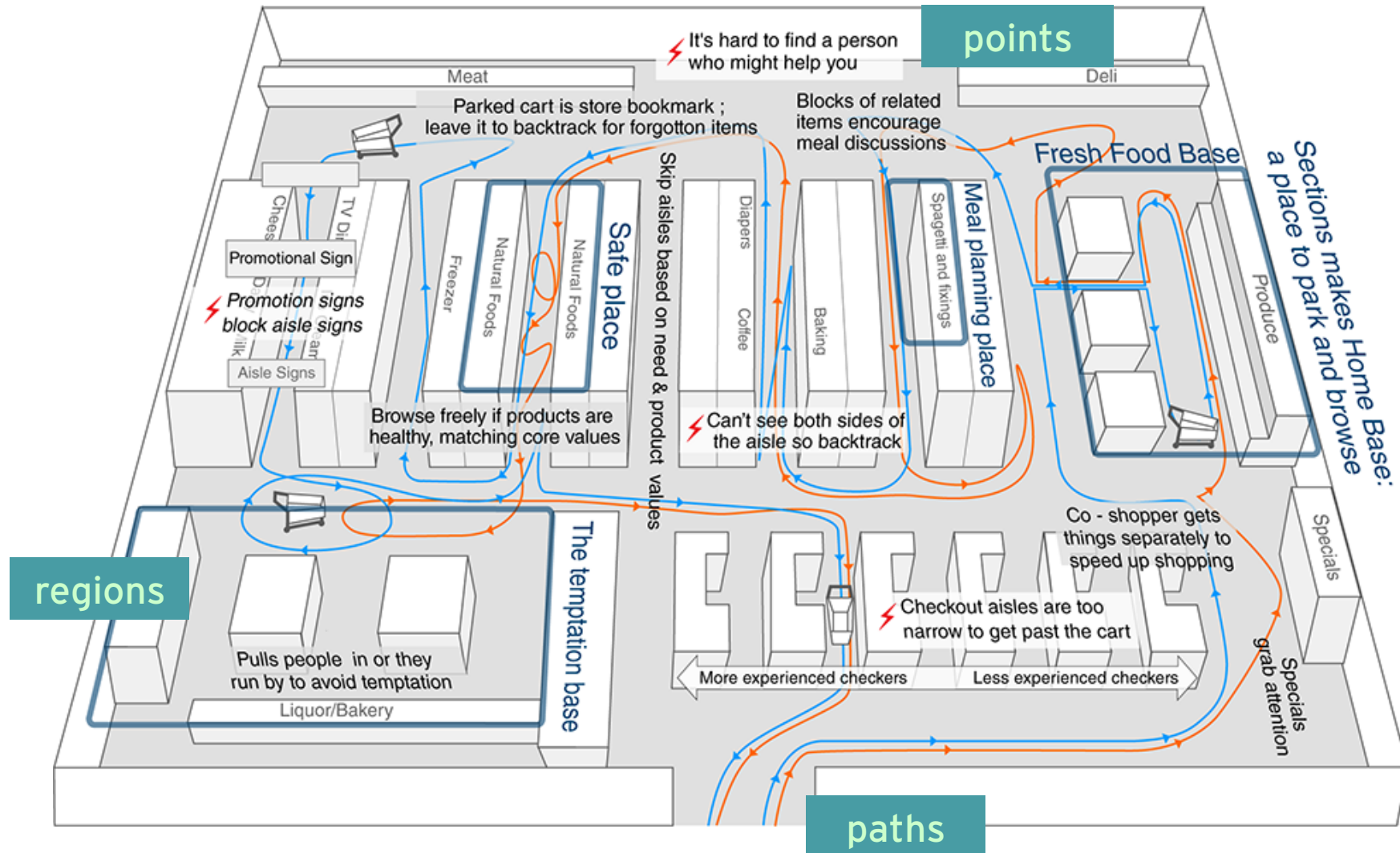
Touchpoint matrix

Experience map

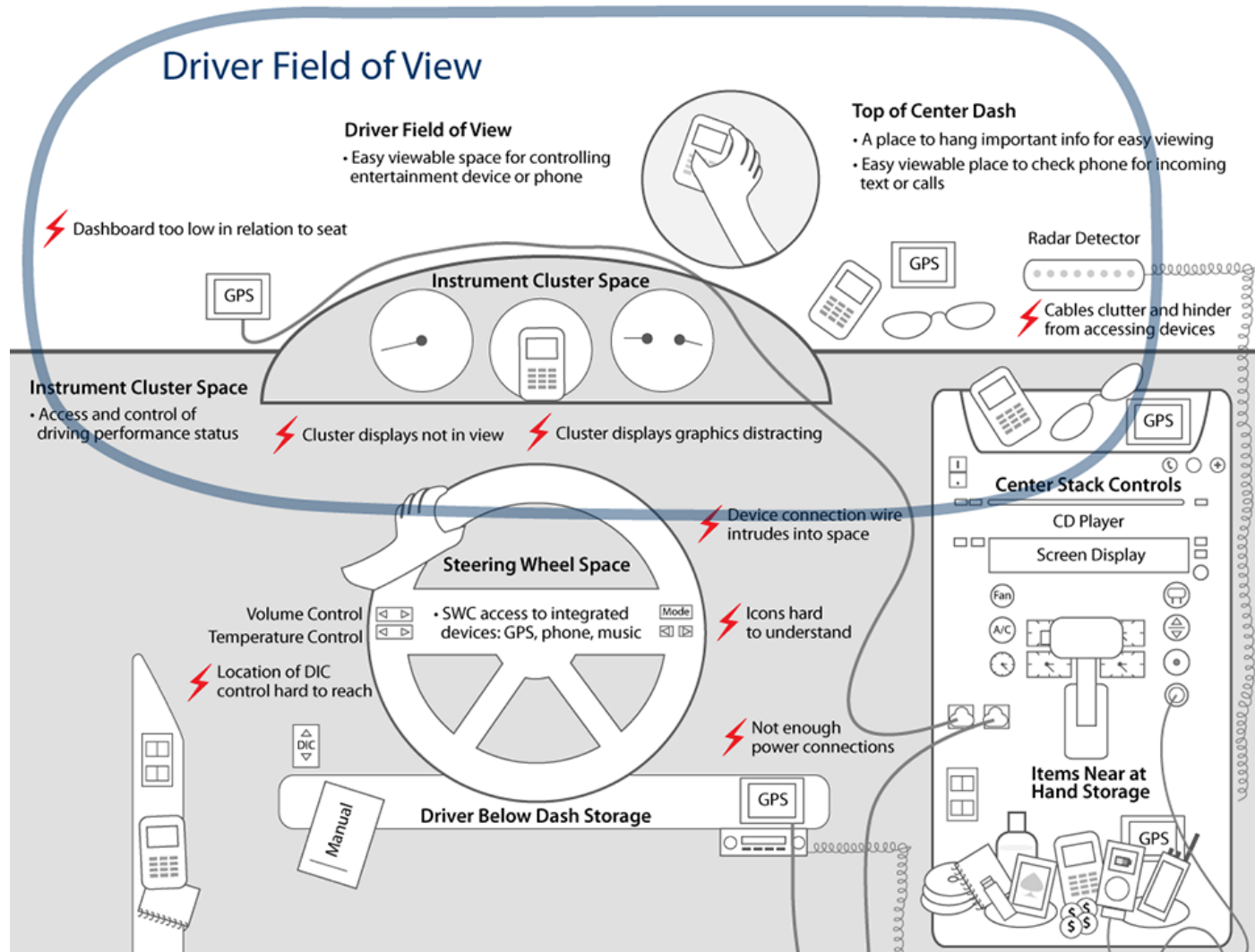
...Whew.



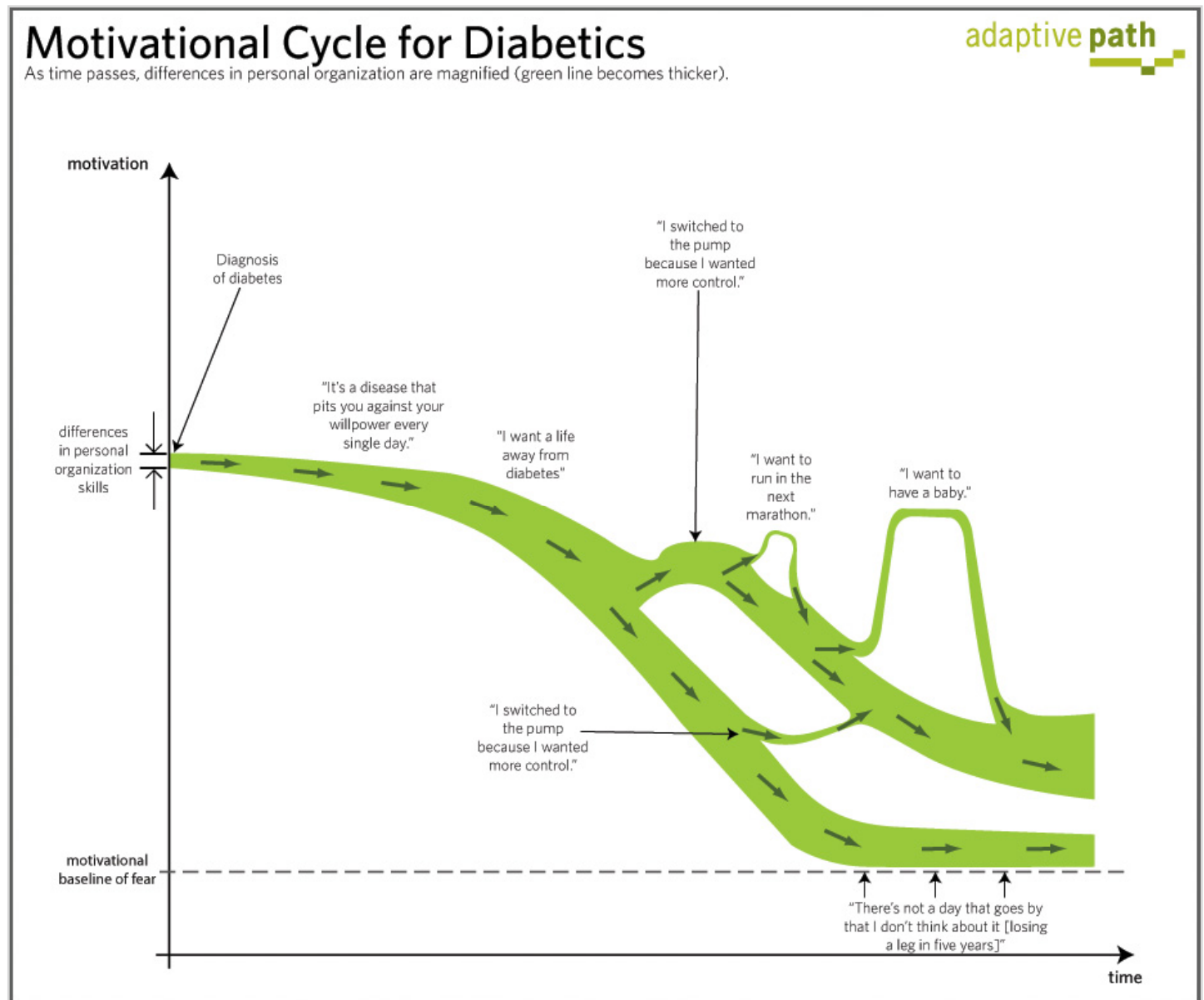
Spatial map: paths, regions, points



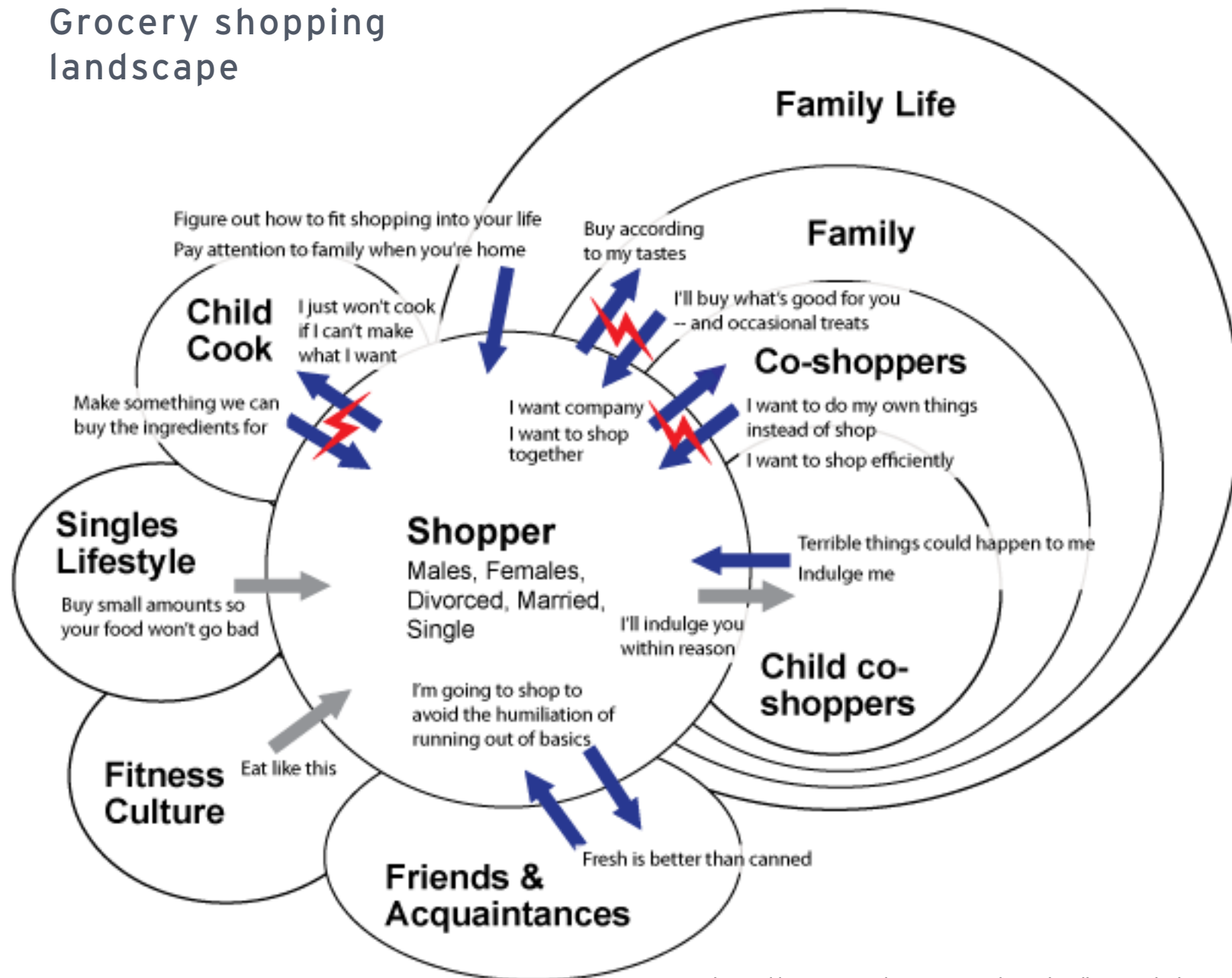
An artifact map



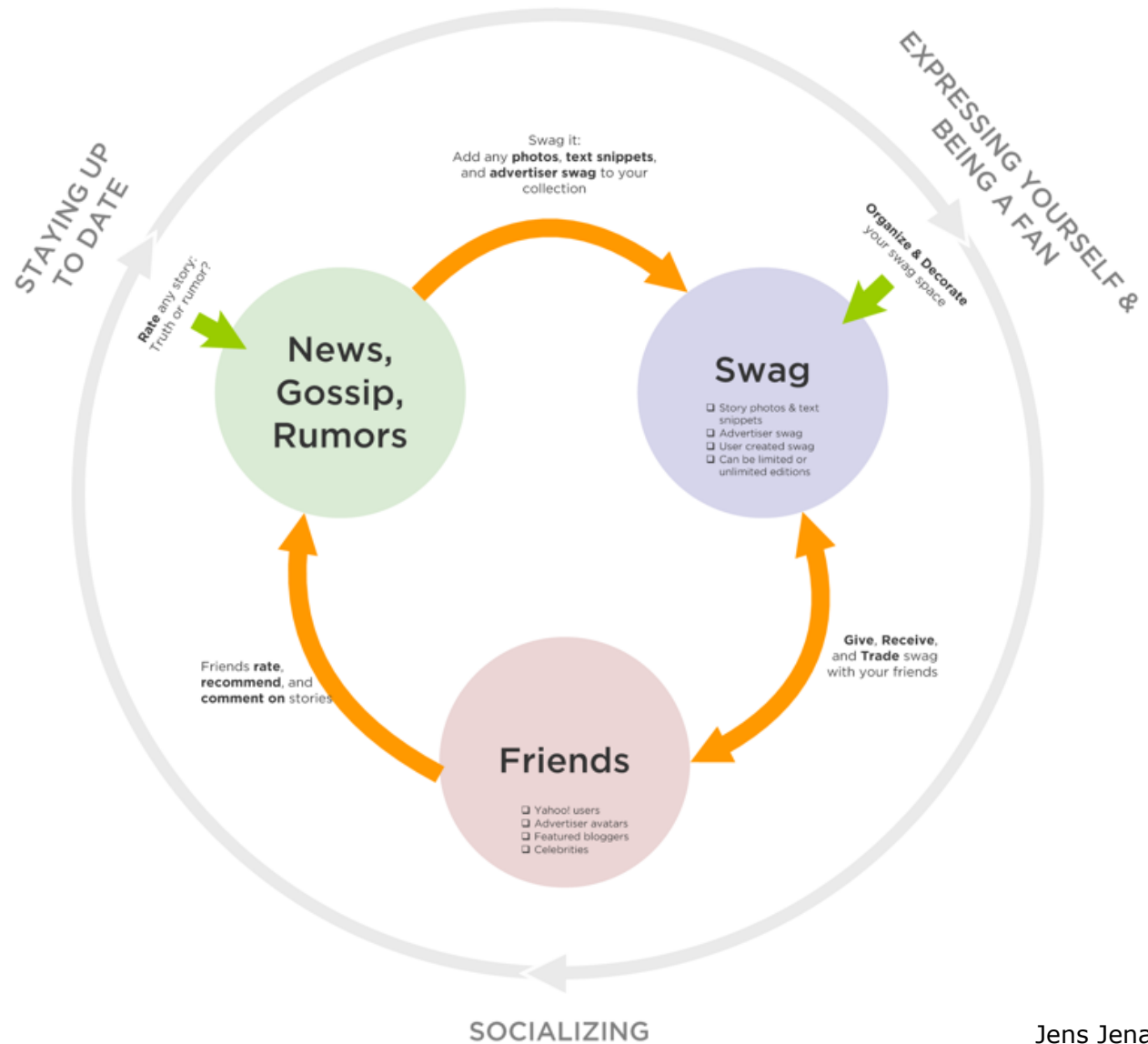
Health timeline



Grocery shopping landscape



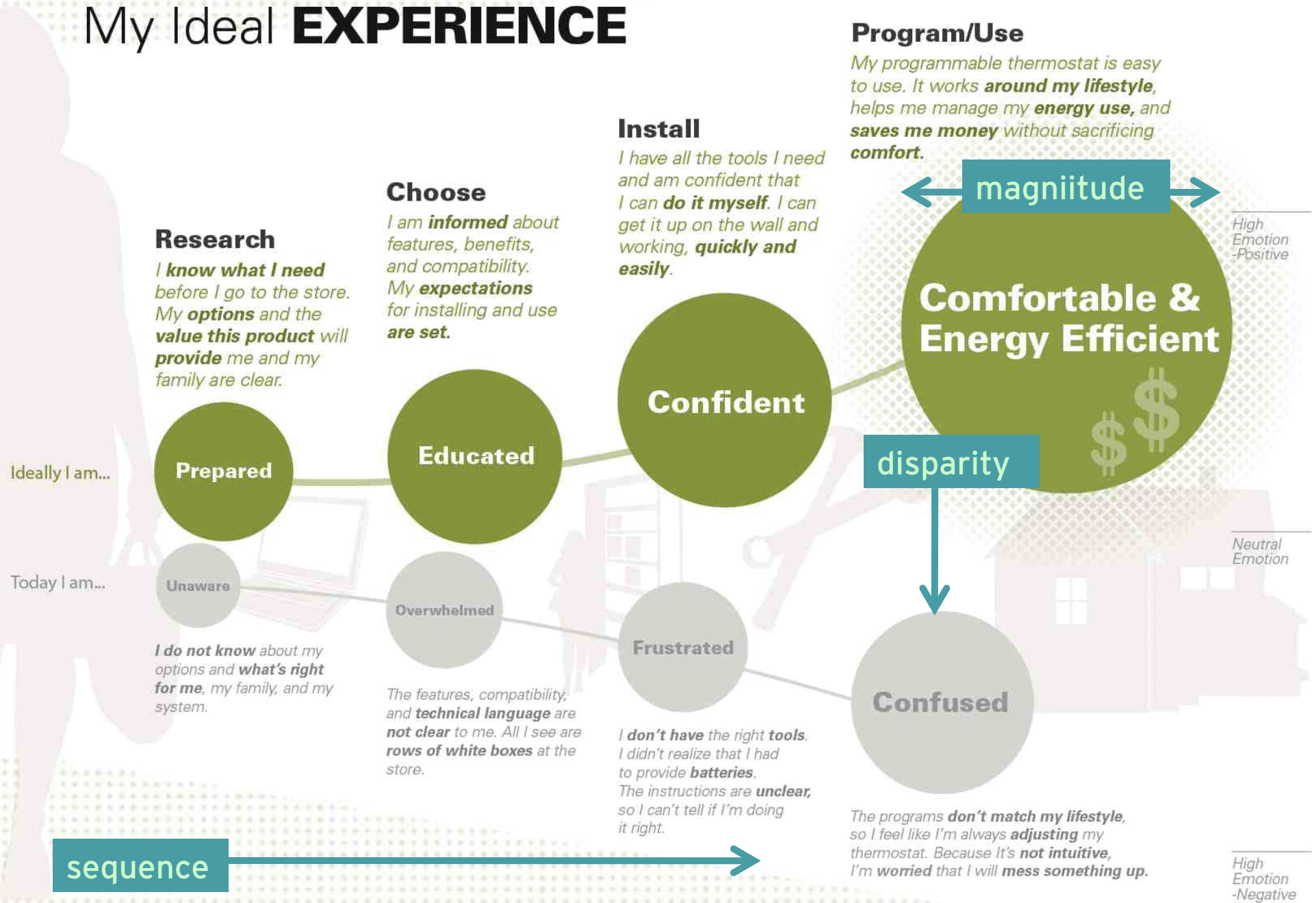
Gossip website experience model



Online dating experience model



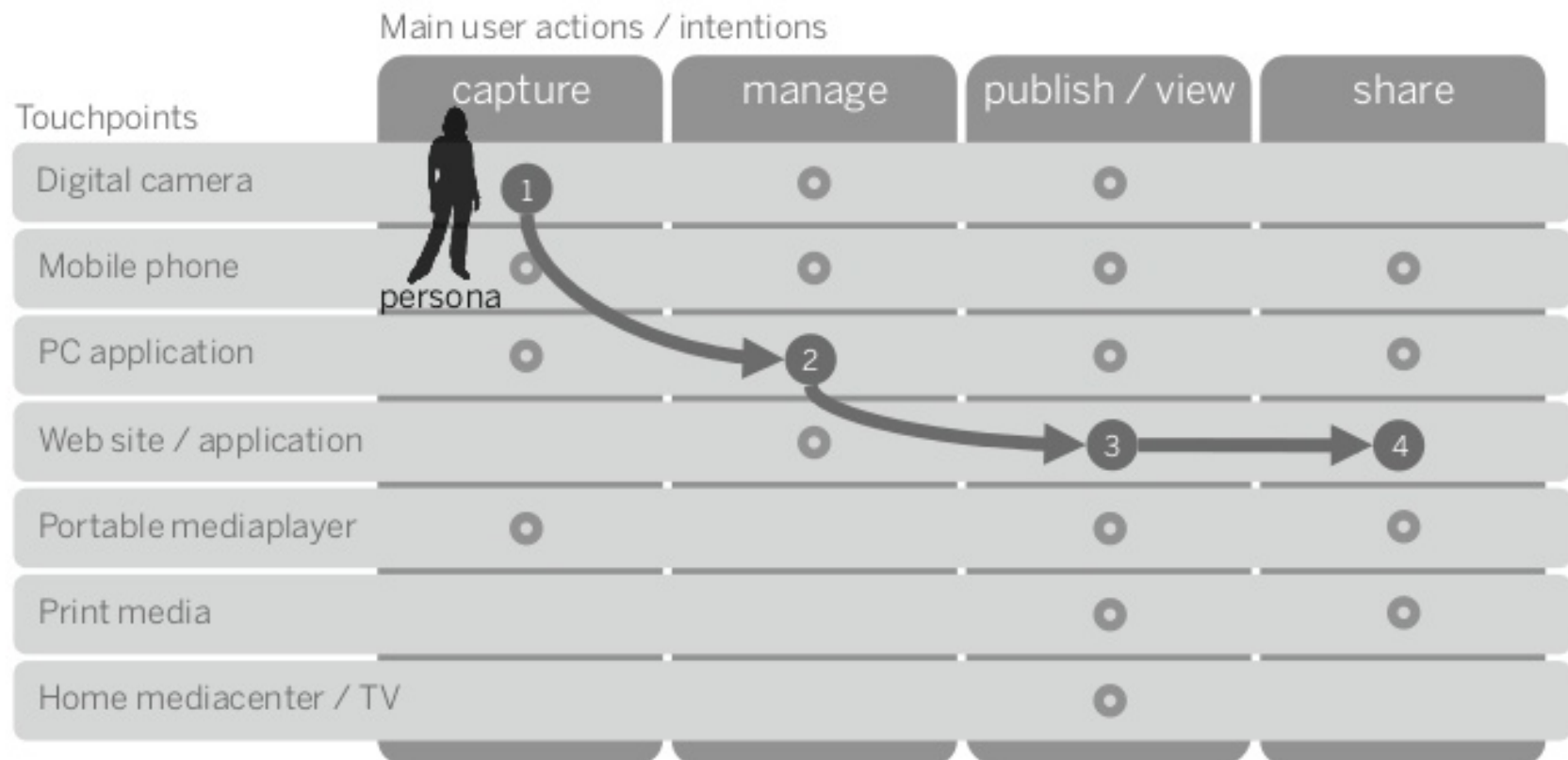
My Ideal **EXPERIENCE**



Touchpoints matrix

Touchpoints	Main user actions / intentions			
	capture	manage	publish / view	share
Digital camera	○	○	○	
Mobile phone	○	○	○	○
PC application	○	○	○	○
Web site / application		○	○	○
Portable media player	○		○	○
Print media			○	○
Home media center / TV			○	

Building from a touchpoints matrix



Customer journey map

Touchpoints How and where people encounter service, product, or company

Desires What they want from those encounters

Emotions How they feel about those encounters

Making a customer journey map

Write down basic steps or phases in simple words

Use scenarios to identify detours or alternative

Map and label touchpoints or channels

List triggers for each encounter

Consider pain points or good moments

Consider how many maps you need

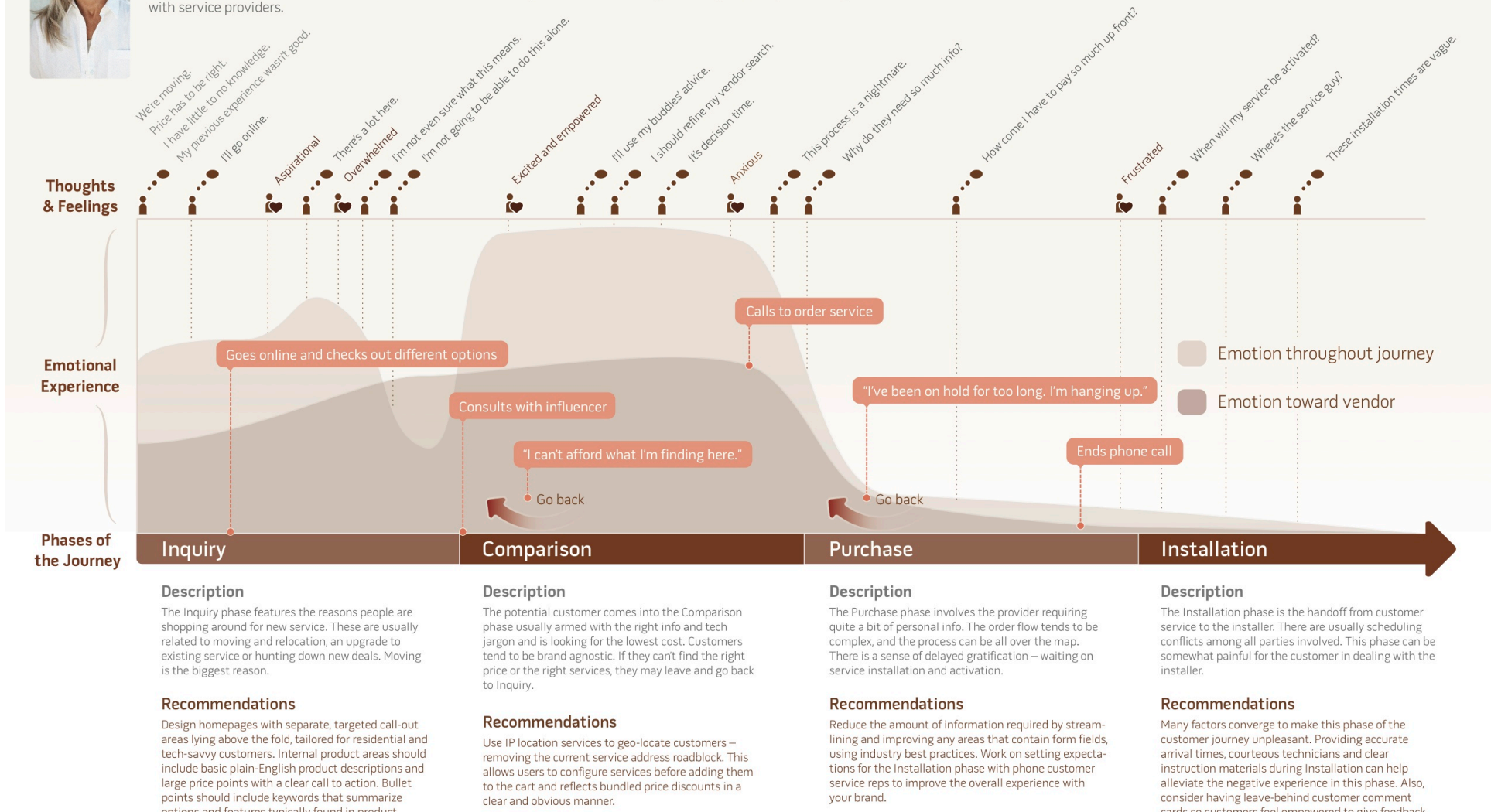
Customer journey + persona



Sarah's Broadband Provider Journey

Sarah is moving her family of three. She knows she's going to need phone and Internet service. The effective and contextual factors that will affect Sarah's choice in broadband vendors are price, and her existing knowledge of and previous experience with service providers.

effective^U



Gaming experience map

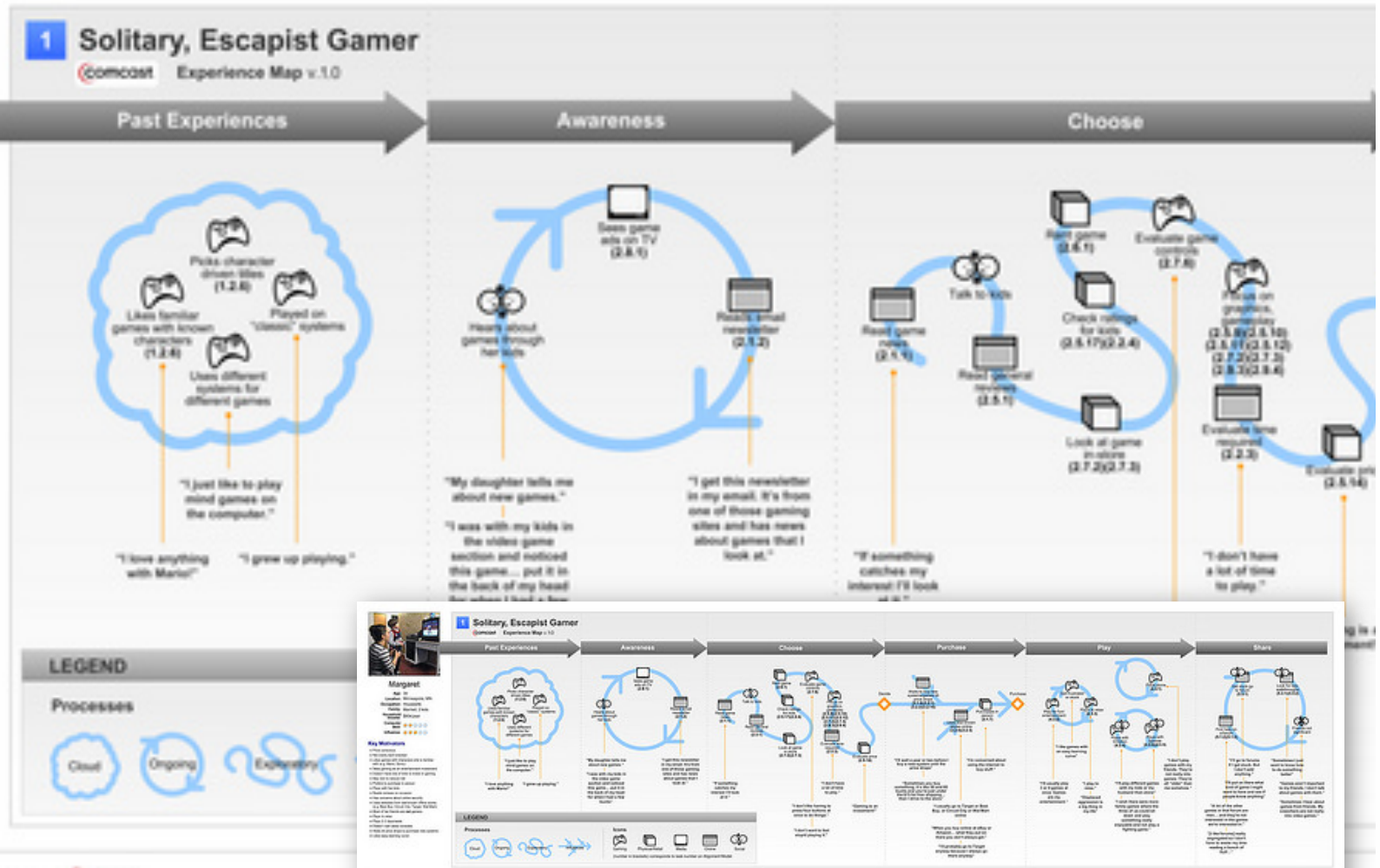


Margaret

Age:	34
Location:	Minneapolis, MN
Occupation:	Housewife
Family:	Married, 2 kids
Household income:	\$60k/year
Computer skill:	
Influence:	

Key Motivators

- Price conscious
- Not overly tech-oriented
- Likes games with characters she is familiar with (e.g. Mario, Sonic)
- Sees gaming as an entertainment investment
- Doesn't have lots of time to invest in gaming
- Wary not to reduce risk
- Prefers to purchase in person
- Plays with few kids
- Needs reviews on occasion
- Has concerns about online security
- Uses websites from well-known offline stores (e.g. Best Buy, Circuit City, Target, Wal-Mart)
- Most of her friends are **not** gamers
- Plays to relax
- Plays 2-3 days/week
- Doesn't own latest consoles
- Waits for price drops to purchase new systems
- Likes easy learning curve



Rail Europe Experience Map

Guiding Principles

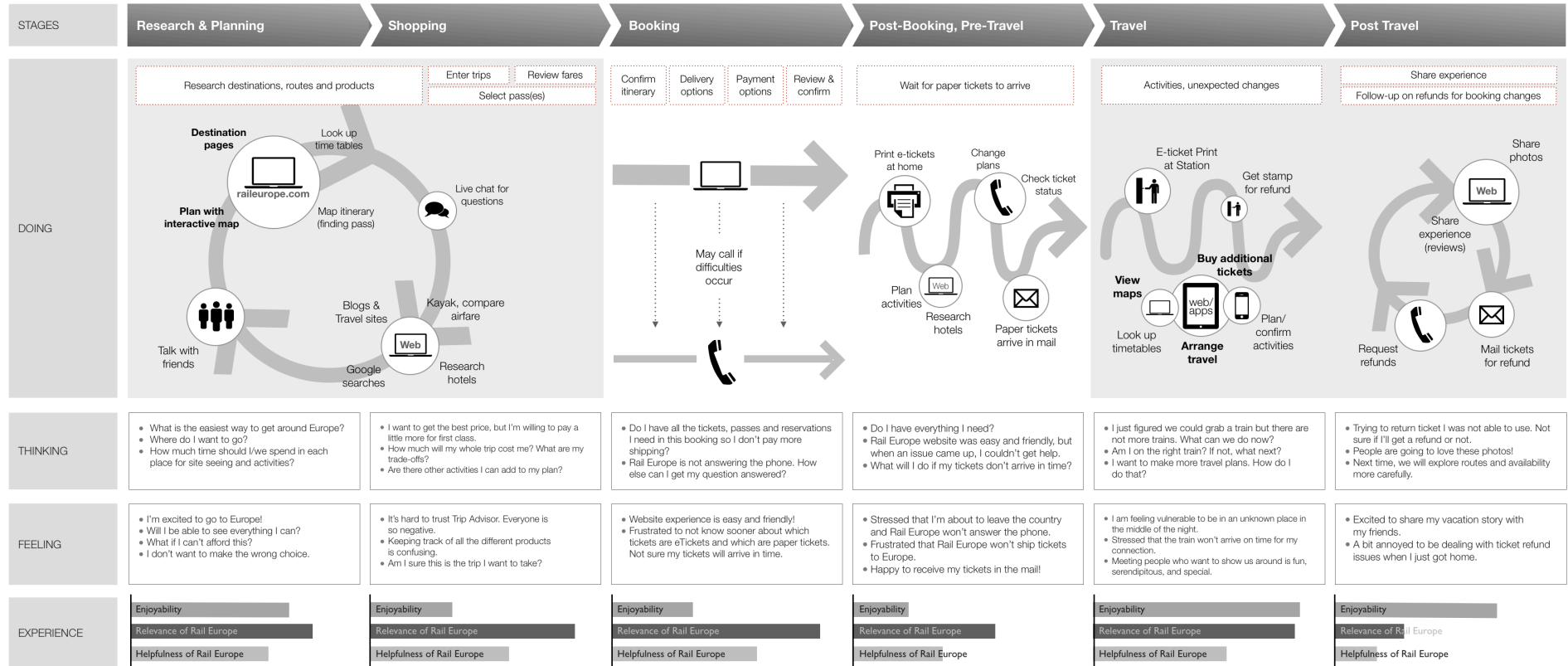
People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

Customer Journey



Opportunities

GLOBAL			PLANNING, SHOPPING, BOOKING			POST-BOOK, TRAVEL, POST-TRAVEL	
Communicate a clear value proposition.	Help people get the help they need.	Support people in creating their own solutions.	Enable people to plan over time.	Visualize the trip for planning and booking.	Arm customers with information for making decisions.	Improve the paper ticket experience.	Accommodate planning and booking in Europe too.
STAGE: Initial visit	STAGES: Global	STAGES: Global	STAGES: Planning, Shopping	STAGES: Planning, Shopping	STAGES: Shopping, Booking	STAGES: Post-Booking, Travel, Post-Travel	STAGE: Traveling
Make your customers into better, more savvy travelers.	Engage in social media with explicit purposes.		Connect planning, shopping and booking on the web.	Aggregate shipping with a reasonable timeline.		Proactively help people deal with change.	Communicate status clearly at all times.
STAGES: Global	STAGES: Global		STAGES: Planning, Shopping, Booking	STAGE: Booking		STAGES: Post-Booking, Traveling	STAGES: Post-Booking, Post Travel

Information sources

- Stakeholder interviews
- Cognitive walkthroughs
- Customer Experience Survey
- Existing Rail Europe Documentation

