

# **Deliverables Week 1**

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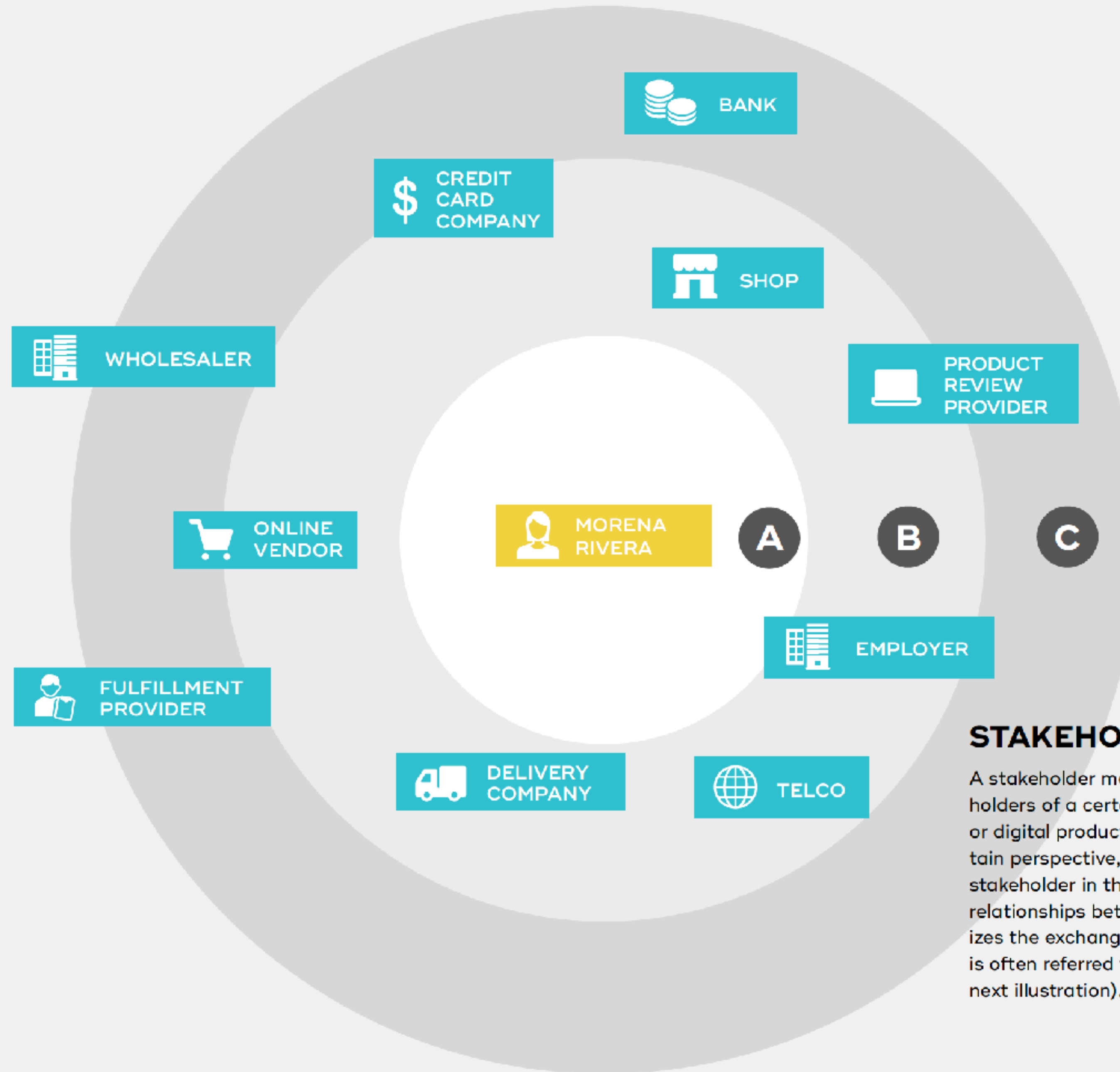
**Deliverables Week 1**

## **Bring to Friday's Mentoring**

- **Documentation of desk - research**
- **Documentation of «field» materials (findings of interviews/shadowing)**
- **Analytical Deliverables**  
**Journey Map** and/or a **Systems-** / **Stakeholder-** / **Value Network Map**
- **Adhoc service scenarios**
- **Mini-Service Designs**

# Deliverables Week 1

## Stakeholdermap

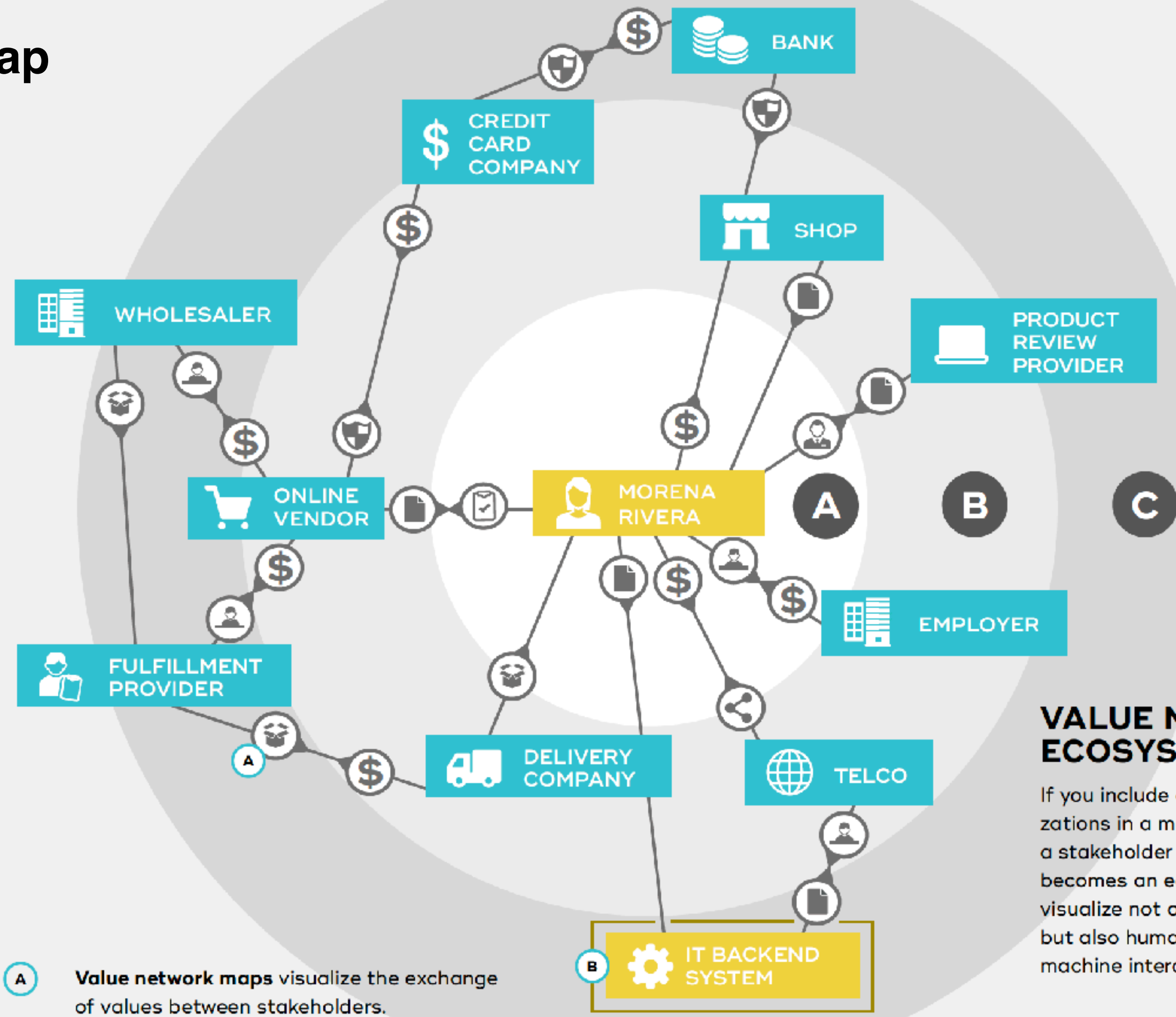


### STAKEHOLDER MAP

A stakeholder map visualizes all major stakeholders of a certain experience, service, physical or digital product, or system. It takes a certain perspective, often exemplified through the stakeholder in the center of the map. You can add relationships between actors. If a map visualizes the exchange of values between actors, it is often referred to as a value network map (see next illustration).

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## Value Network Map



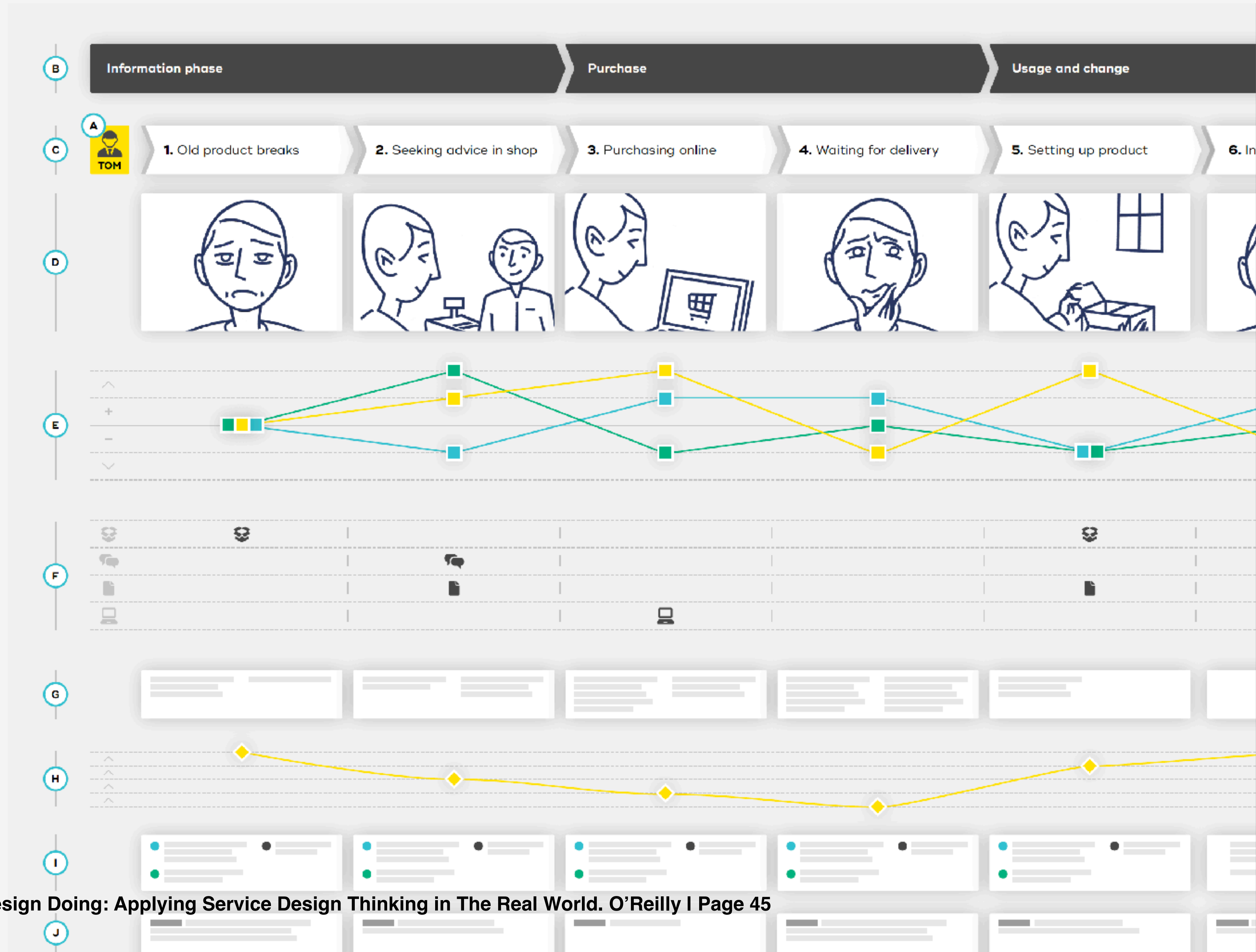
### VALUE NETWORK MAP/ ECOSYSTEM MAP

If you include actors beyond people and organizations in a map, such as "IT Backend System," a stakeholder map or value network map becomes an ecosystem map. This allows you to visualize not only human-human interactions, but also human-machine and machine-machine interactions.

- A** Value network maps visualize the exchange of values between stakeholders.
- B** Ecosystem maps can include actors beyond classic stakeholders (people and organizations), such as interfaces, platforms, systems, places, etc.

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## Journey Maps

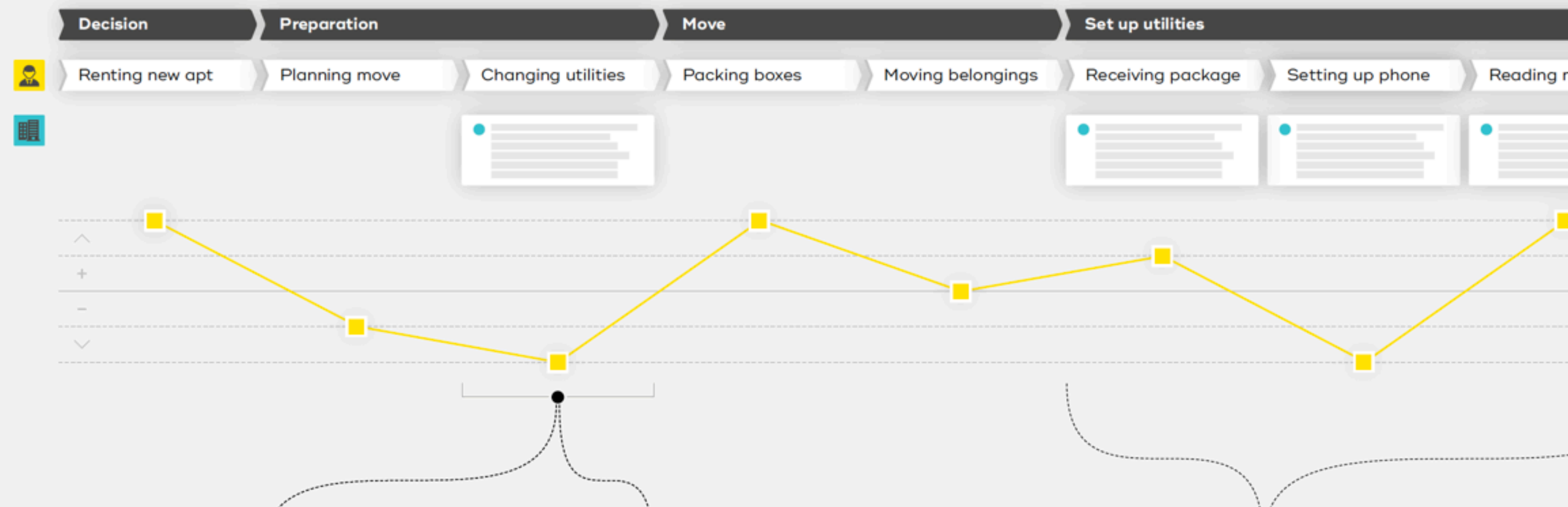


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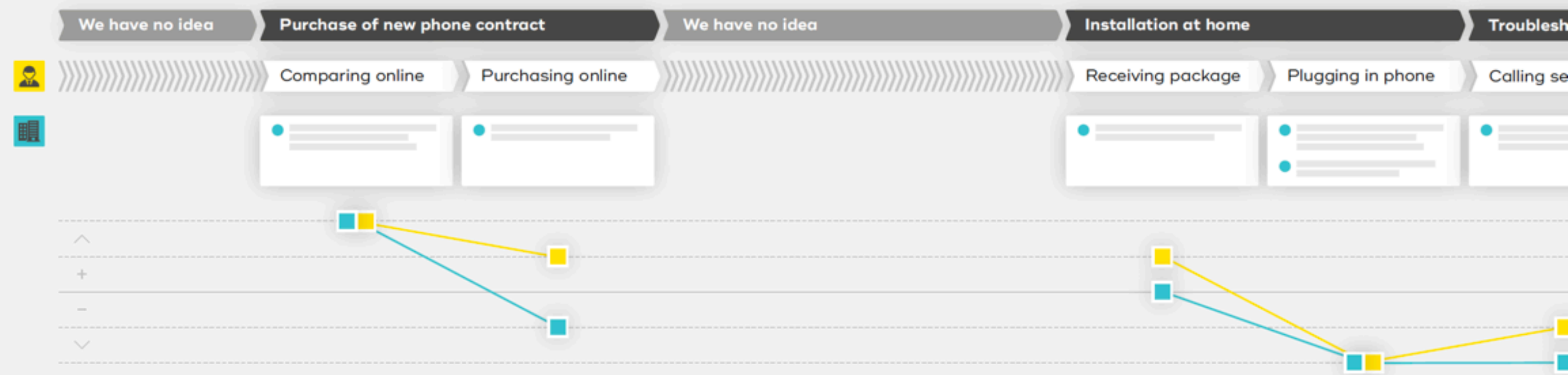
## Journey Maps

**Experience-centered** journey maps visualize the overall experience from a customer perspective (e.g., moving from one apartment to another). In contrast, **product-centered** journey maps only focus on touchpoints, the interaction between a customer and a product/service/brand.

### EXPERIENCE-CENTERED JOURNEY MAP



### PRODUCT-CENTERED JOURNEY MAP



## Deliverables Week 1

# Journey Map - Service Blueprint

