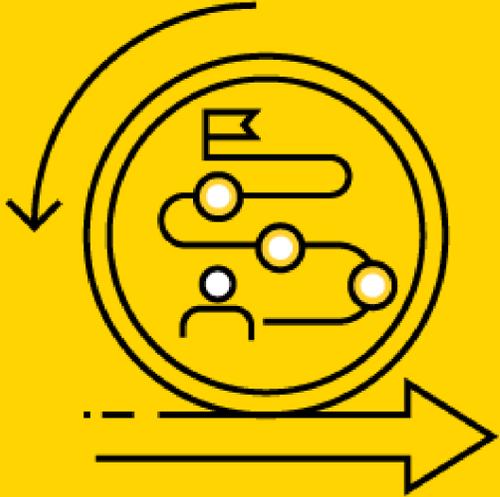


# USER JOURNEY MAP

the journey of your persona: ANNA

Project: HANDWERKER EXPERIENCE



# Service Designer



Live



2 days – 9:00 to 17:30



Trainer-led online



Facilitated online

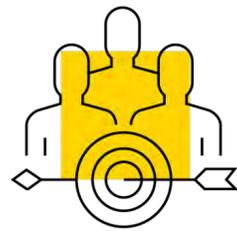


4 weeks – asynchronous



POSITIVE GROWTH BY HUMAN

The user journey sprint allows you to optimize or create user journeys by avoiding friction points and creating magical moments. The service designer workshop allows you to practice and replicate such a sprint in your organization.



## Audience

Anyone who wants to experiment Service Design with a User Journey Sprint to innovate by being user-centered: marketing, human resources, customer service, digital, innovation, consultant, UX designer, UI designer, Scrum master, Product Owner, Product Manager, Head of Product.



## Objectives

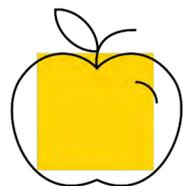
- Understand the Service Design mindset in user journey sprint mode.
- Acquire an effective user-centric innovation methodology to quickly improve journeys.
- Learn about the process and its tools (user journey & service blueprint canvases). Experience the immersion and testing
- Understand how to run a user journey sprint & implement a service with roadmap & Kanban
- Experience an agile work culture based on empathy, prototyping/testing and iteration.

Note : designing a service is an holistic approach including digital if needed



## Level required

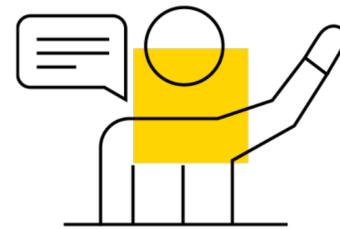
You just have to be enthusiastic about acquiring this skill. It is better to be a design thinker already. This training will be complementary to such design thinker training.



## Learning type



Multiple teams of 3 to 5 maximum live or trained-led online. A succession of theory (10%), practice and debriefs. Or autonomously & asynchronously (facilitated online).



## Trainers

We are practitioners. We share the same mindset, method and tools. You can discover us on the website. Here are some of us:



**Adrien Fulda**  
Sprint facilitator



**Mélanie Ouardirhi**  
Sprint facilitator



**Remi Edart**  
Human being



**Nikitas Kindinys**  
Sprint facilitator



# The journey

The service designer (or UJ designer) is a key role in innovation. He/she improves or creates new user journeys by minimizing friction points and creating magical moments. He is involved in the design team or the UX development team.

**D+**  
LEADERSHIP  
TEAM

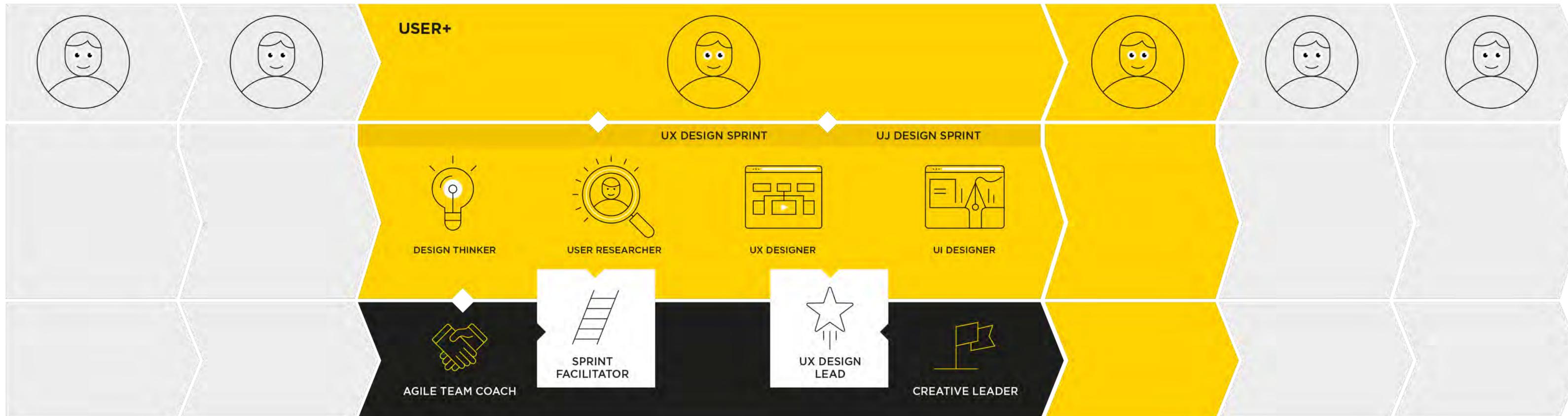
**D+**  
DESIGN  
TEAM

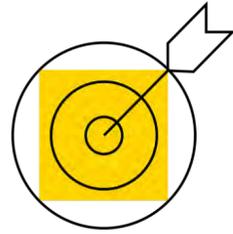
**D+** UX UI DEVELOPMENT TEAM

**D+**  
SCRUM DEV  
TEAM

**D+**  
GROWTH  
TEAM

**D+**  
SUSTAINING  
TEAM





# Benefits

## Innovation / marketing

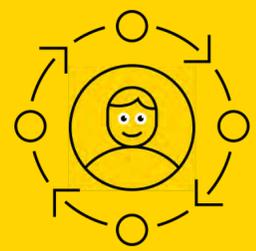
- Improve user journeys. And increase customer or employee satisfaction and revenue.
- Replicate such a user journey sprint in its innovation lab or for your customers (consultant).

## Digital

- Quickly identify areas for improvement before digitally producing it
- Effectively working together (business and IT) to deliver a better digital experience
- Increase IT's ROI

## Tools

- More than 6 canvases and electronic method cards to replicate this sprint.



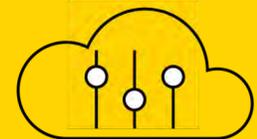
User Centricity



Active listening



Empathy



Adaptive thinking

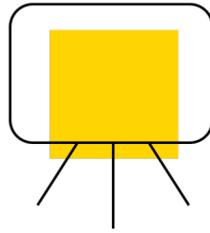


Creativity



Collaboration

Developed competencies



# What you learn

Our workshops are designed to maximize the most useful learnings with our most experienced trainers. We develop sprints and tools that you can easily replicate and use after the workshop.

## Module 1

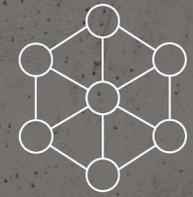
### From immersion to user journey

You practice observation and especially immersion to build the user journey with steps and its job-to-be-done. You choose the persona for whom you want to improve the journey.

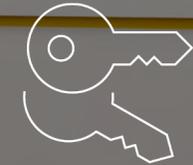
## Module 2

### From key moments to ideas

You identify the friction points and key moments to improve. You learn to prioritize with the constrained resources you have. You brainstorm to solve these friction points and create magical moments that the user will remember.



Peers



Skills



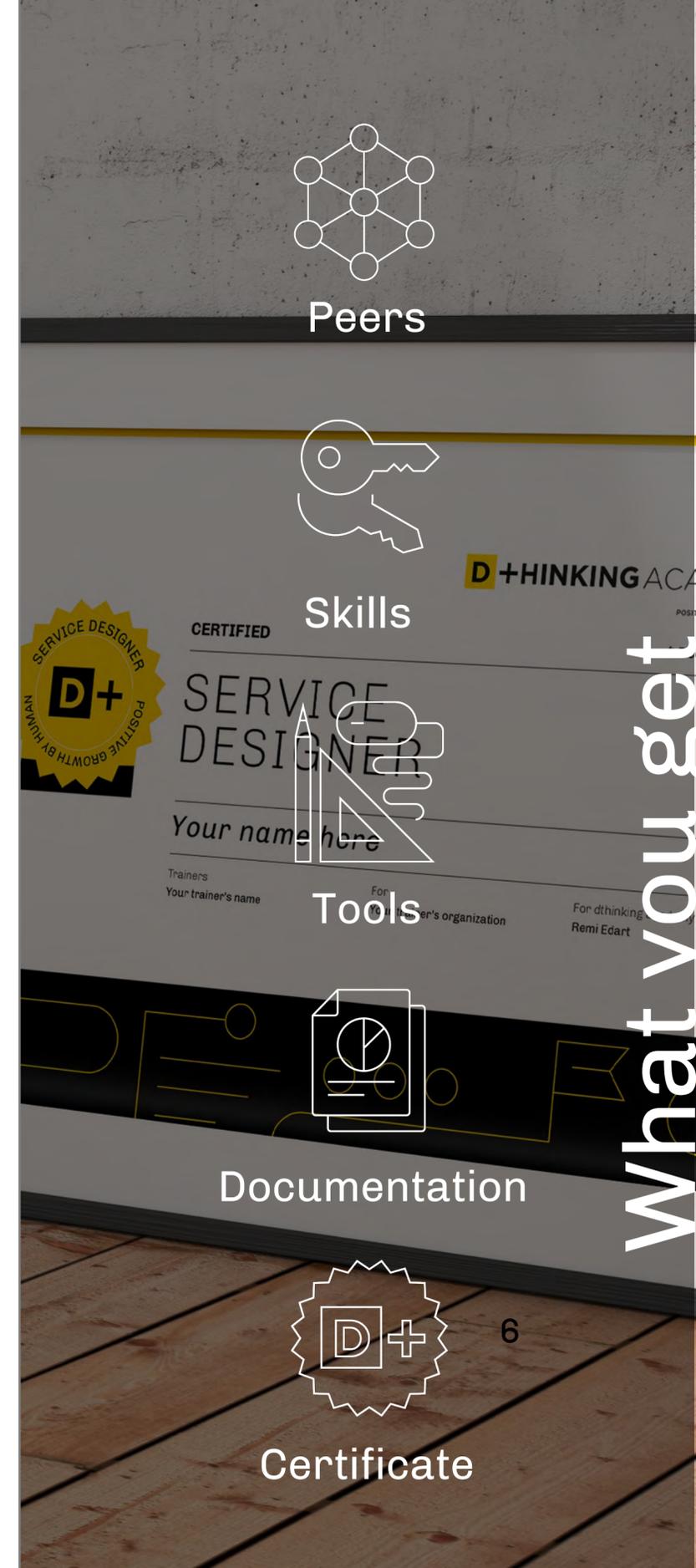
Tools



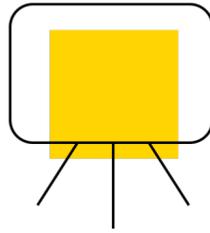
Documentation



Certificate



What you get



# What you learn

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## Module 3

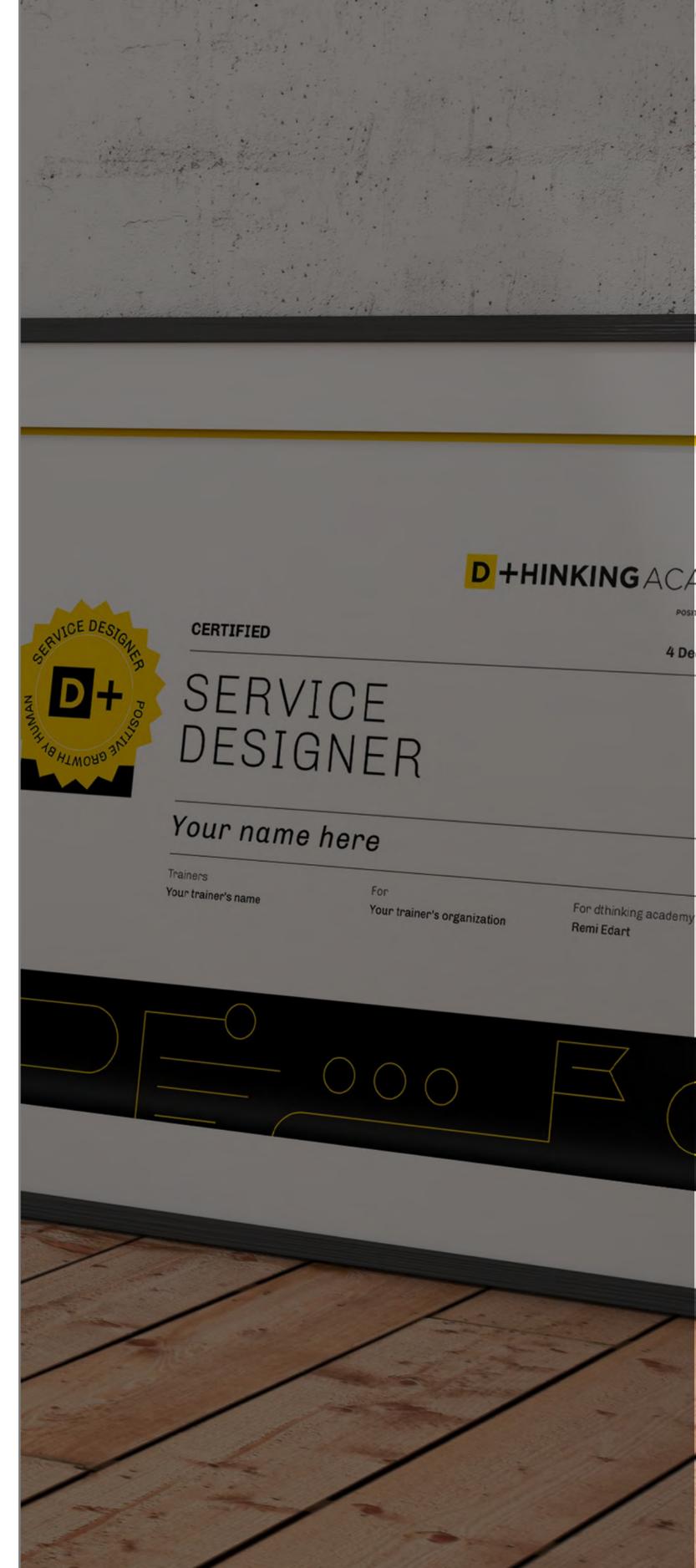
### From prototype to service blueprint

You prototype the best ideas to quickly test them. When they are sufficiently validated by the user, you define them in depth with a service blueprint to facilitate their implementation (digital or not).

## At the end of the session

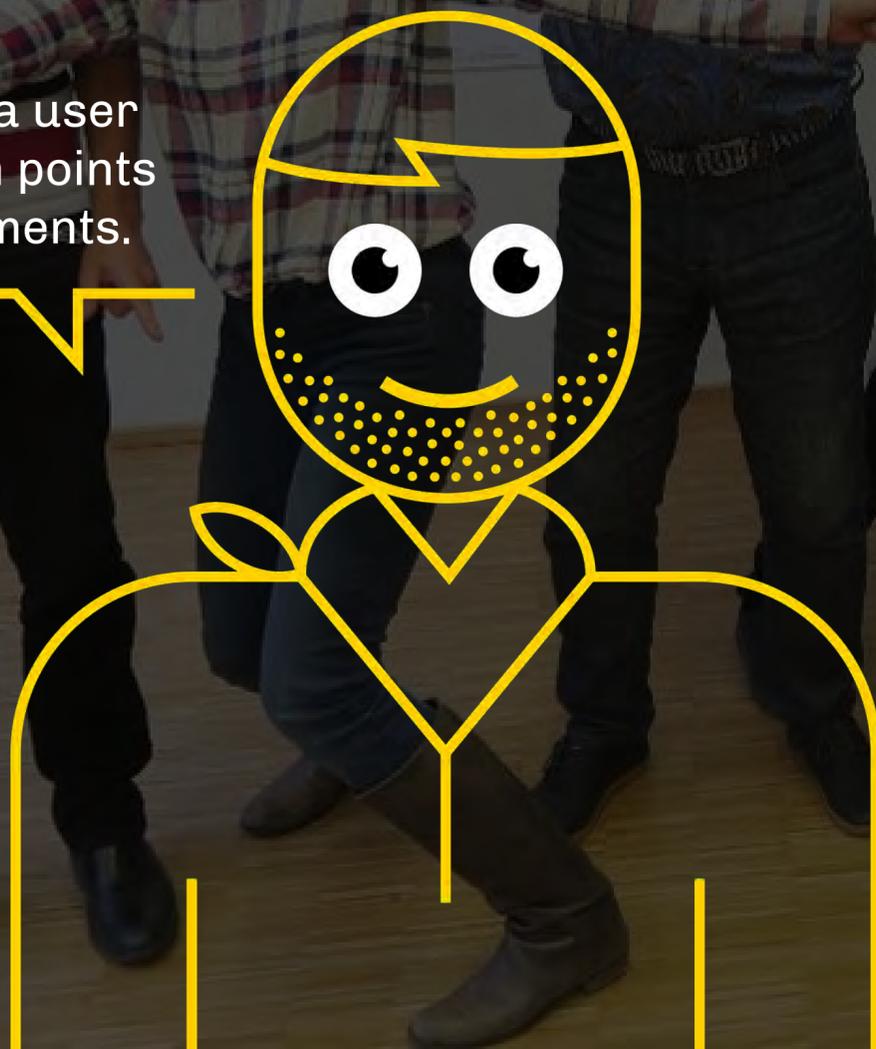
### Certification & the next step in your journey

Successful practice evaluations and an online test will allow you to be certified with a digital certificate, which can be integrated into your LinkedIn profile, attesting to your new skills. The next step could be to become sprint facilitator.



# The learners' experience

I know how to optimize a user journey, identify friction points and create magical moments.



POSITIVE GROWTH BY HUMAN

[academy@dthinking.co](mailto:academy@dthinking.co) | [dthinking.academy](https://dthinking.academy)

I am equipped to do this independently by focusing resources efficiently. We can easily make quick wins.

