

Chat Transcript Journey Maps are Just the Output; Human-Centered UX Research Is the Input with Nikkie Smith
June 6, 2023

- 16:49:08 From Meg Wyble to Everyone:
Testing!
- 16:49:27 From Mike Christoff to Everyone:
I am here.
- 16:49:49 From Meg Wyble to Everyone:
Nope, just a co-worker of Jens ;)
- 16:50:03 From Jen Blatz - UXRS to Everyone:
Hey Meg!
- 16:50:05 From Meg Wyble to Everyone:
work work
- 16:51:35 From Meg Wyble to Everyone:
Seattle!
- 16:51:36 From Dr. Nik to Everyone:
St. Louis, MO 😊
- 16:51:43 From Gema Hernandez Nava to Everyone:
San Diego, CA 😊
- 16:51:51 From Nawal Shehri to Everyone:
Glasgow, UK
- 16:51:54 From John Johnson to Everyone:
Ottawa, Canada
- 16:51:55 From Jen Blatz - UXRS to Everyone:
Frisco TX
- 16:51:56 From Marjolein to Everyone:
Lisboa, Portugal :)
- 16:51:56 From Anjali Srikanth to Everyone:
San Jose , California
- 16:52:01 From Marina Cuneo Aguiar to Everyone:
Florianópolis, Brazil
- 16:52:05 From Amaan Khan to Everyone:
Hello All, I m joining from London
- 16:52:23 From Naima Fahem to Everyone:
London
- 16:52:43 From Norma Jean Romero to Everyone:
California
- 16:52:45 From alo to Everyone:
San Francisco, California
- 16:53:23 From Veronika Jozifova to Everyone:
Prague
- 16:53:25 From Jen Blatz - UXRS to Everyone:
Is this your first UXRS event?
- 16:53:34 From Deepthi Vasishta to Everyone:
Vancouver, Canada :)
- 16:53:38 From Oleksandra Sokolova to Everyone:
New Jersey, USA
- 16:53:42 From Amaan Khan to Everyone:
Yes
- 16:53:44 From Diego Sinning to Everyone:
Atlanta

16:53:52 From Norma Jean Romero to Everyone:
New

16:54:06 From Nawal Shehri to Everyone:
NEW

16:54:21 From Naima Fahem to Everyone:
LinkedIn

16:54:21 From Veronika Jozifova to Everyone:
LinkedIn

16:54:27 From Norma Jean Romero to Everyone:
Friends and Coworkers

16:54:30 From Oleksandra Sokolova to Everyone:
LinkedIn

16:54:30 From Amaan Khan to Everyone:
Linkedin

16:54:31 From Diego Sinning to Everyone:
linkedin

16:54:31 From Meg Wyble to Everyone:
Brilliant co-worker ;)

16:54:35 From Julie Massariol (She / Her) to Everyone:
Hi from Norwich, UK 🙌

16:54:36 From Anjali Srikanth to Everyone:
Coworker

16:54:37 From alo to Everyone:
Linked in

16:54:39 From Marina Cuneo Aguiar to Everyone:
yeah, LinkedIn

16:55:06 From Marcia Volpe to Everyone:
another event

16:55:24 From Karen Karapetyan to Everyone:
Hi from Yerevan

16:55:45 From Maggie T. to Everyone:
Newsletter

16:56:05 From Julie Massariol (She / Her) to Everyone:
hum...it was a long time ago. I think I was just looking for a UX Research slack community to join

16:56:07 From Jen Blatz - UXRS to Everyone:
Our speaker is here. Yay!! Hey Dr. Nik!

16:56:27 From Marcia Volpe to Everyone:
can you please share the Slack channel link?

16:56:33 From Mike Christoff to Everyone:
Mike from Salt Lake City

16:56:34 From Dr. Nik to Everyone:
Heyyy everybody!

16:56:54 From Jen Blatz - UXRS to Everyone:
Connect with us! Use this link to join all of our social media channels:
<https://linktr.ee/uxrs>

16:56:57 From Julie Massariol (She / Her) to Everyone:
Reacted to "Connect with us! Use..." with 🎉

16:56:58 From Collin Ferguson to Everyone:
Hello everyone! I am Collin from Portland, Oregon.

16:57:01 From Julie Massariol (She / Her) to Everyone:
Removed a 🎉 reaction from "Connect with us! Use..."

16:57:08 From Julie Massariol (She / Her) to Everyone:
Reacted to "Our speaker is here...." with 🎉

16:57:14 From Joelle Hagen to Everyone:
Hello from Seattle!

16:57:36 From Deepthi Vasishta to Everyone:
Reacted to "Connect with us! Use..." with 👍

16:57:40 From Jen Blatz - UXRS to Everyone:
Sign up for the UXRS Slack & introduce yourself: <https://forms.gle/rJWFYnyB6Ms3wp2m8>

16:57:48 From Heather van Helvoort to Everyone:
Seattle weather has been super dry and sunny! Hopefully it'll remain that way for you

16:58:00 From Collin Ferguson to Everyone:
Reacted to "Seattle weather has ..." with 👍

16:58:36 From Christine Jones (she/her) to Everyone:
Hello from Minneapolis, MN

16:58:41 From Aline Godbout to Everyone:
San Francisco

16:58:46 From Rosa Carbajal to Everyone:
Hello from North Carolina!

16:58:55 From Nichole Warren to Everyone:
North Carolina

16:59:01 From Ziwei to Everyone:
Hello from D.C~

16:59:10 From Sonya Ramsey to Everyone:
South Carolina

16:59:31 From Andrea Burgess [DCAMP UX] to Everyone:
Sunny Seattle!

16:59:36 From Sophia Finster to Everyone:
Washington, DC!

16:59:42 From Oswaldo Mendoza (Oz) to Everyone:
Northern Nevada

16:59:46 From Angeli Beltran to Everyone:
Singapore! It's too early here though, so not turning on my camera :-)

16:59:47 From Pauline Padrul to Everyone:
Berkeley 😊

16:59:50 From Kristin Anstett to Everyone:
Sunny Edmonds... just north of sunny Seattle

16:59:52 From Christina Chateauvert to Everyone:
Royal Oak, Michigan

16:59:53 From Hope for men to Everyone:
Indiana

16:59:55 From Maggie T. to Everyone:
GA

16:59:58 From Aaron Esau to Everyone:
Aaron Esau from Salt Lake City, Utah!

17:00:00 From Vivian Ortenzi to Everyone:
Vancouver, BC Canada

17:00:01 From Sue Randall to Everyone:
Park City, Utah. Just hailed!

17:00:02 From Eszti Hollenback to Everyone:
Hawaii

17:00:03 From Paulina Ortega Madrid to Everyone:

Mexico!

17:00:05 From Momo to Everyone:

Hello, from New Zealand

17:00:06 From Karen Karapetyan to Everyone:

Armenia

17:00:10 From Skyler Ybarra to Everyone:

Sedona AZ

17:00:11 From Atria Azarmi to Everyone:

Los Angeles

17:00:15 From Nate Osei to Everyone:

Ghana

17:00:16 From Sally Clements to Everyone:

Richmond, VA

17:00:16 From Melanie Bailey to Everyone:

Hello from San Jose, CA!

17:00:19 From Adriana Cordoba to Everyone:

Costa Rica! :)

17:00:19 From Collin Ferguson to Everyone:

Reacted to "Vancouver, BC Canada" with 👍

17:00:27 From Veronika Jozifova to Everyone:

Reacted to "Costa Rica! :)" with ❤️

17:00:28 From Eszti Hollenback to Everyone:

👋

17:00:31 From Eszti Hollenback to Everyone:

Reacted to "Costa Rica! :)" with ❤️

17:00:38 From Cassie Wallender to Everyone:

Hi from Seattle!

17:00:43 From Adriana Cordoba to Everyone:

Reacted to "Hi from Seattle!" with ❤️

17:00:46 From Collin Ferguson to Everyone:

Reacted to "Hi from Seattle!" with 👍

17:00:47 From Eszti Hollenback to Everyone:

Reacted to "Hi from Seattle!" with ❤️

17:00:53 From Collin Ferguson to Everyone:

Removed a 👍 reaction from "Hi from Seattle!"

17:01:07 From Collin Ferguson to Everyone:

Reacted to "Hi from Seattle!" with 👍

17:01:11 From Oswaldo Mendoza (Oz) to Everyone:

First event 😊 my boss recommended this organization.

17:01:13 From Aaron Esau to Everyone:

Dec 2021 seems so long ago now, but I think I heard about UXRS from LinkedIn.

17:01:15 From Patty Costello to Everyone:

In from Boise - email!

17:01:18 From Gema Hernandez Nava to Everyone:

This is my first UXRS event and I heard about it through LinkedIn!

17:01:26 From Collin Ferguson to Everyone:

Reacted to "In from Boise - emai..." with 👍

17:01:44 From Adwait Gharat to Everyone:

Waltham, MA

17:01:51 From Heather van Helvoort to Everyone:

I've been following for a while now, can't remember how I discovered. Love Jen!

17:01:51 From Gemma Saunders to Everyone:
San Antonio, TX!

17:01:53 From Nicola to Everyone:
Auckland, New Zealand :)

17:01:56 From Rume Okoh to Everyone:
Kenya

17:02:02 From Amy Mabli to Everyone:
Dallas, TX

17:02:02 From Matteo Vacca to Everyone:
Italy, Rome

17:02:04 From Emma Hawke to Everyone:
Sydney

17:02:04 From rosielli sá to Everyone:
Joinville Brazil

17:02:04 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):
Go ahead and start with announcements @Stephanie Vore Apple

17:02:05 From Marnie Kittelson to Everyone:
St. Paul MN

17:02:10 From Sonia Caltvedt to Everyone:
Berkeley, CA USA

17:02:11 From Simon Pawar to Everyone:
Hi joining from Ottawa, Ontario. Heard through linkedin

17:02:12 From Jason Greene to Everyone:
Boulder CO. Long time fan of these sessions!

17:02:23 From Heather van Helvoort to Everyone:
Reacted to "Boulder CO. Long tim..." with 🙌

17:02:24 From Alexandra Zelinskaya to Everyone:
Louisville, CO (not Kentucky!)

17:02:28 From Jason Greene to Everyone:
Reacted to "Boulder CO. Long tim..." with 🙌

17:02:39 From Funke Famoyin to Everyone:
Indiana, USA

17:03:15 From Tyra to Everyone:
Hi from Connecticut, USA!

17:03:35 From Jen Blatz - UXRS to Everyone:
We love smiling faces. If you want to put your camera on, we'd love to see ya.

17:03:52 From Jen Blatz - UXRS to Everyone:
Post Event Survey
<https://forms.gle/g4fyk24F7iAP138Z7>

17:04:05 From Matteo Vacca to Everyone:
Do the registration will be available later?

17:05:38 From Jen Blatz - UXRS to Everyone:
Special "Pop Up" June Event
Hanging with Hang Xu
"Why Good UX Folks Don't Get Hired" and other Job-seeking truths

<https://www.eventbrite.com/e/why-good-ux-talent-doesnt-get-hired-hang-out-with-hang-xu-tickets-645071725897?aff=Speaker>

17:05:55 From Marjolein to Everyone:
Reacted to "Special "Pop Up" Jun..." with 🍌

17:06:04 From Esther O to Everyone:

Will the recording be emailed to us?

17:06:45 From Dr. Nik to Everyone:

I will also be taking intentional pauses throughout the presentation to take your questions

17:07:12 From Emily Carmody- UXRS to Everyone:

Replying to "Will the recording b..."

The recording will be available on the UXRS website's Past Event's page:

<https://www.uxresearchandstrategy.com/past-events.html>

17:07:27 From Andre ✨ to Everyone:

Hi all from Mexico ❤️

17:07:35 From Jen Blatz - UXRS to Everyone:

Please drop your questions here in the chat

17:07:44 From Esther O to Everyone:

Replying to "Will the recording b..."

Thanks

17:07:50 From Nathan Eaton-UXRS to Everyone:

Reacted to "I will also be takin..." with 👍

17:08:44 From Rafael Caba to Everyone:

Replying to "Will the recording b..."

Path

17:08:50 From Joelle Hagen to Everyone:

flows

17:08:51 From Lorenzo Effe to Everyone:

Longitudinal experiences

17:08:52 From Susie M Sorensen to Everyone:

What's working, what's not working in a system

17:08:53 From Veronika Jozifova to Everyone:

touchpoints

17:08:53 From Kaya Fraser (she/her) to Everyone:

post it notes :-)

17:08:53 From Gian Villalta to Everyone:

Shared Understanding

17:08:53 From Salvador Armendariz (he, him) to Everyone:

complexity

17:08:53 From Raymond Chou to Everyone:

Various stages of the sales funnel

17:08:54 From Sonia Caltvedt to Everyone:

Visual, efficient way to share info

17:08:54 From Oswaldo Mendoza (Oz) to Everyone:

Customer experience

17:08:55 From Susie M Sorensen to Everyone:

sentiment

17:08:55 From Ally Huddleston to Everyone:

A tool to help stakeholders visualize our users' journeys

17:08:56 From Neha Agarwal to Everyone:

users journey through our product

17:08:56 From Sophia Finster to Everyone:

High-level journey of a specific or multiple user group

17:09:00 From Toyin O. to Everyone:

patient experience accessing health care

17:09:00 From Rosa Carbajal to Everyone:
Phases a customer walks through

17:09:01 From Amaan Khan to Everyone:
flow

17:09:01 From Norma Jean Romero to Everyone:
Customer experience

17:09:01 From Vanessa K Verdugo to Everyone:
Context

17:09:02 From Julie Dawson to Everyone:
Finding the way

17:09:04 From Teralyn Iscrupe to Everyone:
Answers!

17:09:06 From Enz Baur to Everyone:
customer interactions with company

17:09:07 From Savita Singh to Everyone:
Flow

17:09:07 From Simon Pawar to Everyone:
emotions user go through

17:09:07 From Andrea Weissenbuehler to Everyone:
A fuller picture to understand the role and state of mind

17:09:07 From Margaret Aiken to Everyone:
collaboration

17:09:08 From Liz Brown to Everyone:
Alignment tool

17:09:08 From Georgia Postlewait to Everyone:
User Journey...what the customer goes through

17:09:09 From Sally Clements to Everyone:
The experience phases and opportunities

17:09:09 From Beth Olarsch to Everyone:
Process flow that indicates feelings of the user

17:09:09 From Jenna Doll to Everyone:
Painpoints

17:09:10 From Lana Stewart to Everyone:
A document that takes a ton of work and then gets ignored : (((

17:09:10 From Sophia Finster to Everyone:
Strategy

17:09:10 From Maureen Barrientos to Everyone:
user goals

17:09:11 From Susan Austin to Everyone:
Customer path

17:09:11 From Paulina Ortega Madrid to Everyone:
Experience

17:09:12 From Kristy Haines to Everyone:
Clarity 😊

17:09:13 From Angela Battle to Everyone:
Replying to "Will the recording b..."

User path or experience with motivations, goals, pain points

17:09:13 From Shawn Tzeng to Everyone:
Stages to get from Point A to Point B (the desired outcome)

17:09:14 From Collin Ferguson to Everyone:
Replying to "Will the recording b..."

How users experience a relationship with the company, i.e., customer relationships, channels, etc.

17:09:14 From Skyler Ybarra to Everyone:
Visual representation of task completion

17:09:14 From Ann K Chou to Everyone:
finding pain points

17:09:15 From Jason Greene to Everyone:
An output and artifact

17:09:15 From Natasja Berzoini to Everyone:
What the user feels and experiences at every stage

17:09:16 From Matteo Vacca to Everyone:
Flows, touchpoint, sentiment, experience, context and moments

17:09:16 From Paul Rollins to Everyone:
Visual representation of a user's experience

17:09:16 From Jannelle Navales to Everyone:
a tool that helps one understand the experiences and feelings of the user

17:09:17 From Alex Peng to Everyone:
walk in user shoes

17:09:19 From Yaz to Everyone:
Deliverable

17:09:19 From Rume Okoh to Everyone:
Happy path

17:09:21 From Katie - VectorVest Research to Everyone:
Tool to help teams understand the experience of a user during a part of an experience

17:09:22 From Christina Chateauvert to Everyone:
Moments of impact for employees and their experiences

17:09:22 From Sophia Finster to Everyone:
Good way to communicate with stakeholders

17:09:22 From Markus Eklund to Everyone:
behaviors

17:09:29 From Nate Osei to Everyone:
Customer path to achieving their goals

17:09:53 From Cindy Gordon to Everyone:
grid with various rows and columns with visual line that goes up and down to mark the emotions with details below and maybe some quotes next to the feeling map section

17:10:23 From Jen Blatz - UXRS to Everyone:
July Networking
Summer Networking Extravaganza

<https://www.eventbrite.com/e/uxrs-summer-fun-networking-extravaganza-tickets-621271268087?aff=SocialMedia>

17:10:29 From Jen Blatz - UXRS to Everyone:
July Event
Augmented Reality (AR) Experiences in Museums: Designing for Immersion with Lisa Lokshina

<https://www.eventbrite.com/e/augmented-reality-ar-experiences-in-museums-designing-for-immersion-tickets-623006307637>

17:10:37 From Jen Blatz - UXRS to Everyone:
Connect with us! Use our LinkTree with links to all our social media channels.
<https://linktr.ee/uxrs>

17:12:05 From Jen Blatz - UXRS to Everyone:
Please put your questions here in the chat.

17:13:02 From Osu Mathew Ende to Everyone:
Osu Mathew, Nigeria

17:14:10 From UK to Everyone:
What is the best approach to design a Journey Map when there are two different personas in a B2B situation? In other words, we are showcasing the experiences of two different personas in a single Journey Map

17:14:31 From Natalie Kaye to Everyone:
Reacted to "What is the best app..." with 👍

17:14:36 From Joelle Hagen to Everyone:
Reacted to "What is the best app..." with 🗙

17:14:42 From Natalie Kaye to Everyone:
Reacted to "What is the best app..." with 🗙

17:14:59 From Chitvan to Everyone:
Are journey maps different from user journeys? If yes, how?

17:14:59 From Osu Mathew Ende to Everyone:
It's midnight already in Nigeria. Will the materials be available for participants after the session?

17:15:15 From Daniel to Everyone:
Reacted to "It's midnight ahead..." with 👍

17:15:35 From Emily Carmody- UXRS to Everyone:
Replying to "It's midnight ahead..."

Yes, a recording of this event and slides will be available on the UXRS website's Past Event's page:
<https://www.uxresearchandstrategy.com/past-events.html>

17:16:09 From Osu Mathew Ende to Everyone:
Reacted to "It's midnight ahead..." with 👍

17:16:14 From Giulio Ferrato to Everyone:
Replying to "What is the best app..."

There is an interesting software called theydo that allows you to do that.

17:16:25 From Megan M. Morrison (she/her) to Everyone:
Reacted to "Yes, a recording of ..." with 👍

17:16:37 From Cassie Wallender to Everyone:
Reacted to "Yes, a recording of ..." with 👍

17:16:40 From Giulio Ferrato to Everyone:
Replying to "What is the best app..."

you can take inspiration from that

17:16:42 From . to Everyone:
Reacted to "What is the best app..." with 🗙

17:17:20 From Deepthi Vasishta to Everyone:
Reacted to "What is the best app..." with 🗙

17:17:22 From Deepthi Vasishta to Everyone:
Removed a 🗙 reaction from "What is the best app..."

17:17:33 From Sarita Damania to Everyone:
Reacted to "What is the best app..." with 🗙

17:17:38 From Funke Famoyin to Everyone:
Replying to "Are journey maps dif..."

What I think is that the journey map could also be for the business and customer.

User journey is only about the users journey with the product/app/service.

17:18:48 From Diego Sinning to Everyone:

How do you sell UX and customer journey to the internal customer in a company, specially to leadership that is focused on the marketing performance as a silo pract

17:18:50 From Aaron Esau to Everyone:

I like the meme of the coffee barista sitting in a vending machine. The user sees only the front of the vending machine

17:18:53 From Diego Sinning to Everyone:

ice

17:18:54 From Heather van Helvoort to Everyone:

Who's the API ;)

17:19:35 From Cindy Gordon to Everyone:

Reacted to "How do you sell UX a..." with 👍

17:19:39 From Manasa Panuganti to Everyone:

Reacted to "How do you sell UX a..." with 👍

17:19:39 From Diego Sinning to Everyone:

Yes!

17:19:43 From Brianna Chiu to Everyone:

Reacted to "How do you sell UX a..." with 👍

17:19:53 From Tiffany Howard to Everyone:

@Diego, it's tough because it's a change in mindset to get leaders to understand the value in meaningful customer insight

17:19:54 From Rupa Chatterji to Everyone:

just curious if you have experience doing "to be journey maps" and your take aways on that. how did you approach the research portion?

17:19:57 From Funke Famoyin to Everyone:

Would the employee experience be under service design more specifically compared to UX design?

17:20:03 From Susie M Sorensen to Everyone:

Customer Journeys aren't necessarily linear - will be interested to learn ways to show the experience in non-linear/happy path ways

17:20:19 From Maggie T. to Everyone:

Reacted to "Customer Journeys ar..." with 👍

17:20:19 From Collin Ferguson to Everyone:

Replying to "What is the best app..."

Are you asking about a platform/hub or a single-sided, brick & mortar business?

17:20:21 From Nathan Eaton-UXRS to Everyone:

Reacted to "I like the meme of t..." with 👍

17:20:25 From Aaron Esau to Everyone:

I have to switch over to mobile. brb.

17:20:53 From Atria Azarmi to Everyone:

Reacted to "How do you sell UX a..." with 👍

17:21:04 From Sonia Caltvedt to Everyone:

Reacted to "Customer Journeys ar..." with 👍

17:21:38 From Natalia Khamenskaia to Everyone:

Reacted to "Customer Journeys ar..." with 👍

17:21:49 From Collin Ferguson to Everyone:

Reacted to "Customer Journeys ar..." with 👍

17:22:01 From Diego Sinning to Everyone:

Thank you!

17:23:42 From UK to Everyone:

Replying to "What is the best app..."

Asking about the Research approach to create (not literally design)

17:23:50 From Marie Maxey to Everyone:

What is your n=? When doing customer journey maps?

17:23:51 From Sarita Damania to Everyone:

This is a really conversation and one that I have been looking for examples to better understand the differences.

Dr. Nik, do you have any examples you can share?

17:23:57 From Sarita Damania to Everyone:

Reacted to "What is your n=? Whe..." with 👍

17:24:03 From Marcia Volpe to Everyone:

Reacted to "This is a really con..." with +

17:24:06 From Meredith Thompson to Everyone:

Reacted to "What is your n=? Whe..." with 👍

17:24:06 From Adwait Gharat to Everyone:

Reacted to "What is your n=? Whe..." with 👍

17:24:06 From Susie M Sorensen to Everyone:

Reacted to "Customer Journeys ar..." with ❤️

17:24:17 From Nina Hido to Everyone:

Reacted to "What is your n=? Whe..." with 👍

17:24:28 From Marcia Volpe to Everyone:

I was going to ask the same thing, can we see some samples?

17:24:54 From UK to Everyone:

Replying to "What is the best app..."

When there is more than one persona involved..

17:25:34 From Collin Ferguson to Everyone:

Replying to "What is the best app..."

Sure. How do you think they'll be involved? Are they going to the same place or are they acting independently?

17:25:50 From Amaan Khan to Everyone:

when working in a start-up, how can we create a journey map when the product keeps changing? also how to convince the leadership to understand service design tools?

17:25:57 From Caryl D'Souza to Everyone:

It's a great idea to plot a JM 3 steps before your engagement and 3 steps after. How to they get here and where do they go next.

17:26:30 From Lorraine Cuddeback-Gedeon to Everyone:

Reacted to "Customer Journeys ar..." with 👍

17:26:43 From Livia Clarete to Everyone:

What are the elements of a well-designed journey map? What tools do you recommend to use to build a good one?

17:27:09 From Natalia Khamenskaia to Everyone:

Reacted to "What is your n=? Whe..." with 👍

17:27:12 From Maggie T. to Everyone:

Reacted to "What are the element..." with +

17:27:20 From Maggie T. to Everyone:

Reacted to "when working in a st..." with +

17:27:33 From UK to Everyone:

Replying to "What is the best app..."

Both personas are involved in the journey - the boss is involved in stages 1-4, while the manager is involved in stages 5-8, and both the boss and manager are commonly involved in stage 7

17:28:01 From Caryl D'Souza to Everyone:

Emotional Journey Maps are fantastic too.

17:28:04 From Maggie T. to Everyone:

How does one create a journey map for a physical product?

17:28:18 From John Gusiff to Everyone:

Reacted to "Emotional Journey Ma..." with 👍

17:28:20 From Mingi Chung to Everyone:

Reacted to "What is the best app..." with 📌

17:28:29 From Collin Ferguson to Everyone:

Replying to "What is the best app..."

But, how are the customers interacting with you? Are they in the store, or are they interacting with you via a hub?

17:28:53 From Marcia Volpe to Everyone:

how relevant is as well

17:29:06 From UK to Everyone:

Replying to "What is the best app..."

They are both interacting with the business, in their respective roles

17:29:16 From Funke Famoyin to Everyone:

Replying to "What is the best app..."

@UK What are the 8 stages?

17:29:19 From Caryl D'Souza to Everyone:

Speak about your Journey Maps in the language of your stakeholders. People often forget to do that.

17:29:32 From Susie M Sorensen to Everyone:

Reacted to "Speak about your Jou..." with 👍

17:29:33 From Jake Rhodes to Everyone:

Great point about points in time - anyone's business affected by return to work?

17:29:47 From Jake Rhodes to Everyone:

Reacted to "Speak about your Jou..." with 👍

17:30:13 From Heather van Helvoort to Everyone:

Reacted to "Speak about your Jou..." with 👍

17:30:19 From Sarita Damania to Everyone:

Reacted to "Speak about your Jou..." with 👍

17:30:55 From Angeli Beltran to Everyone:

which tools do you recommend for dynamic journey mapping?

17:31:07 From UK to Everyone:

Replying to "What is the best app..."

Awareness - interest - decision- contract — implementation - etc

17:31:09 From Susie M Sorensen to Everyone:

Reacted to "which tools do you r..." with 👍

17:31:23 From Sarita Damania to Everyone:

Replying to "Speak about your Jou..."

Caryl, That's a really great point. What is an example of the stakeholder language that you've seen used effectively? Would this be beyond the analytics stats?

17:31:29 From Sara Kott to Everyone:

Reacted to "which tools do you r..." with 👍

17:31:32 From Cassie Wallender to Everyone:

Reacted to "which tools do you r..." with 👍

17:31:46 From Jake Rhodes to Everyone:

Don't forget to like/thumb-up the questions that you really like. We will come back to them!!

17:31:50 From Susie M Sorensen to Everyone:

Replying to "Emotional Journey Ma..."

Sentiment maps can be very effective very quickly - agree

17:32:08 From Collin Ferguson to Everyone:

Replying to "What is the best app..."

Is your boss brokering?

17:32:20 From Caryl D'Souza to Everyone:

Reacted to "which tools do you r..." with 👍

17:32:26 From Jen Blatz - UXRS to Everyone:

Please put your questions in the chat.

17:32:46 From Maggie T. to Everyone:

Reacted to "Speak about your Jou..." with 👍

17:32:57 From Brittney Brooks to Everyone:

Reacted to "Speak about your Jou..." with 👍

17:33:22 From Melanie Levy to Everyone:

What are the benefits of creating journey map(s) vs doing task analysis to expose pain points with customers/end users?

17:33:23 From Norma Jean Romero to Everyone:

What tools or software do you like to use to create journey maps?

17:33:25 From Caryl D'Souza to Everyone:

Using lanes for different users in the same journey may help id subjourneys

17:33:33 From Caryl D'Souza to Everyone:

you read my mind!

17:33:37 From Funke Famoyin to Everyone:

Replying to "What is the best app..."

Sorry for my novice response, but can you be specific about all 8 or advise how I can find this information?

17:33:37 From Mia Lewis to Everyone:

What if you are not communicating with the user? I am a designer and all of the feedback I receive is from the PM or PO. I have not had the opportunity to interact with the users.

17:33:43 From Susie M Sorensen to Everyone:

Reacted to "Customer Journeys ar..." with 👍

17:33:45 From Andre 🌟 to Everyone:

How do you decide to use a service blueprint over a customer journey map?

17:33:47 From Teralyn Iscrupe to Everyone:

Reacted to "Would the employee e..." with 👍

17:33:55 From Sarita Damania to Everyone:

Replying to "What is the best app..."

Swim lane diagrams is a great start. Sometimes the interactions might be across the personas. It would be worth exploring is they crucial to be visible to your stakeholders.

17:34:03 From Danielle Siano to Everyone:

I was taught that journey maps should be from one person's view. I was told in a NNg course that this was a hard fast rule.

17:34:46 From Danielle Siano to Everyone:

TheyDo is Amazing!

17:34:54 From Marcia Volpe to Everyone:

how does the second one spell?

17:34:57 From Sarita Damania to Everyone:

Reacted to "I was taught that jo..." with 🤔

17:34:59 From Giulio Ferrato to Everyone:

Replying to "What is the best app..."

If they are interacting in different part of the journey have you explored to separate the journey in 2 at first for clarity?

17:35:00 From UK to Everyone:

Reacted to "Swim lane diagrams i..." with 👍

17:35:18 From Alysa Buchanan to Everyone:

This is a simple map I made for two users' perspectives

<https://www.alysab.com/wp-content/uploads/2019/04/visitrash-ujm-1612x306.jpg>

17:35:24 From alex to Everyone:

When conducting research and building design designs for a feature, how often do we build user journey maps?

After foundational research do we build user journey maps and do we build journey maps again after user testing on how our research participants are experiencing our design solutions?

17:35:25 From Charles Egwuh to Everyone:

can journey maps by any means be called storyboards maybe based on context? I am lil confused. please help shed little light on the difference.

17:35:50 From UK to Everyone:

Replying to "What is the best app..."

There will be a disconnect in the flow if I create two separate JM

17:35:55 From Caryl D'Souza to Everyone:

Replying to "What if you are not ..."

Tell them that you'd like to have them recorded so you can watch them. Often, people don't know someone may be interested in seeing things unless they ask

17:36:10 From Caryl D'Souza to Everyone:

Replying to "What if you are not ..."

In reference to user studies, etc.

17:36:16 From Susie M Sorensen to Everyone:

Reacted to "This is a simple map..." with 👍

17:36:21 From John Gusiff to Everyone:

I've been doing work leveraging Adoreboard to quantify the emotional elements of the journey. Reach out if you wish to learn more. Very intriguing product.

17:36:32 From Nina Hido to Everyone:

Reacted to "when working in a st..." with +

17:36:37 From Heather van Helvoort to Everyone:

Reacted to "This is a simple map..." with 🙌

17:36:51 From Mia Lewis to Everyone:

Replying to "What if you are not ..."

Okay great. Thank you!

17:36:51 From Marcia Volpe to Everyone:
per task

17:37:02 From Sindhu to Everyone:
Reacted to "This is a simple map..." with 👍

17:37:07 From Caryl D'Souza to Everyone:
Reacted to "I've been doing work..." with 👍

17:37:49 From Heather van Helvoort to Everyone:
Reacted to "I've been doing work..." with 🙌

17:37:49 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):
let's pull questions from the chat. People are upvoting them there.

17:38:27 From Maimuna Begum Kali to Everyone:
Reacted to "This is a really con..." with +

17:38:45 From Stephanie Vore Apple to Jen Blatz - UXRS(Direct Message):
Sounds good. I'll do my best to find them.

17:38:53 From LeeAnn Maryeski to Everyone:
Would you ever build a journey map on a journey that doesn't exist yet, say for a new process that you are introducing?

17:38:55 From Maimuna Begum Kali to Everyone:
Reacted to "Emotional Journey Ma..." with 👍

17:38:57 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):

https://docs.google.com/document/d/1LXy9eJWZyylQfxzLV1H8eZt_ec8xKEYD-Kh0us4IYM/edit#heading=h.gjdgxs

17:39:05 From Kaya Fraser (she/her) to Everyone:
Reacted to "Would you ever build..." with 👍

17:39:09 From Michelle Gavilanes to Everyone:
Reacted to "Would you ever build..." with 👍

17:39:10 From Stephanie Vore Apple to Jen Blatz - UXRS(Direct Message):
Reacted to "https://docs.google...." with 👍

17:39:13 From Deepthi Vasishta to Everyone:
Reacted to "Would you ever build..." with 👍

17:39:18 From Nathan Eaton-UXRS to Everyone:
Reacted to "When conducting rese..." with 👍

17:39:35 From Kate MacFarlane to Everyone:
Reacted to "Would you ever build..." with 👍

17:39:38 From Sarita Damania to Everyone:
That was a great question, Alex!

17:39:42 From Kyle Grant to Everyone:
as long as you do the research eventually, like a proto-persona, same concerns apply I'd imagine

17:39:50 From alex to Everyone:
Reacted to "That was a great que..." with ❤️

17:40:00 From Giulio Ferrato to Everyone:
Replying to "Would you ever build..."

you can use it to forecast how the experience is going to look like. It might also help other member of the team understand if there are obstacle or opportunities

17:40:06 From Caryl D'Souza to Everyone:
Replying to "Would you ever build..."

I've done that because it helps make some decisions about what we know and what we need to know. Assumptions that need to be validated may be outlined, etc.

17:40:12 From Danielle Siano to Everyone:

Reacted to "That was a great que..." with 👍

17:40:15 From Giulio Ferrato to Everyone:

Reacted to "I've done that becaus..." with 👍

17:40:17 From Caryl D'Souza to Everyone:

Reacted to "you can use it to fo..." with 👍

17:40:20 From Enz Baur to Everyone:

Reacted to "This is a simple map..." with 👍

17:40:32 From Michael Schwartz to Everyone:

How do you use JMs to inform user persona creation and vice versa?

17:40:38 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):

Are you also in the Slack? Or should I communicate here?

17:40:40 From Nathan Eaton-UXRS to Everyone:

Reacted to "I've done that becaus..." with 👍

17:40:54 From Paul Rollins to Everyone:

Replying to "Would you ever build..."

This is where prototyping (even low fidelity) would come into play. Asking a potential user to imagine how they'd maneuver something would be riddled with biases and other pitfalls. Observe and act on a user's behavior and not necessarily on what someone says they will do.

17:41:02 From Stephanie Vore Apple to Jen Blatz - UXRS(Direct Message):

I have the slack but it is on my iPad. This chat is probably quicker.

17:41:37 From Giulio Ferrato to Everyone:

Replying to "How do you use JMs t..."

Since JMs are based on personas I think you should first identify your persona and then based the journey on that

17:41:39 From Atria Azarmi to Everyone:

Reacted to "I've been doing work..." with 👍

17:41:41 From Alysya Buchanan to Everyone:

Reacted to "I've done that beca..." with 🙌

17:42:02 From Jen Blatz - UXRS to Everyone:

Question: How do you feel about feelings and thinking? Those seem assumptive if they didn't really communicate this. How can we read their mind?

17:42:17 From Stephanie Vore Apple to Everyone:

Reacted to "Question: How do you..." with 👍

17:42:25 From Sarita Damania to Everyone:

Reacted to "Question: How do you..." with 👍

17:42:30 From Chris Tang to Everyone:

Reacted to "Special "Pop Up" Jun..." with 🙌

17:42:40 From Michelle Gavilanes to Everyone:

Reacted to "Question: How do you..." with 👍

17:42:54 From Caryl D'Souza to Everyone:

Replying to "Question: How do you..."

In user studies, you can ask them to speak aloud or I've also done round-tables after a user-testing session where people can speak freely together about the experience.

17:43:05 From Heather van Helvoort to Everyone:

Reacted to "Question: How do you..." with 👍

17:43:08 From Michael Schwartz to Everyone:

Since JMs are based on personas I think you should first identify your persona and then based the journey on that

What if the journey is more clearly planned out, such as for military tasking?

17:43:20 From Sarita Damania to Everyone:

Reacted to "In user studies, you..." with 👍

17:43:22 From Jen Blatz - UXRS to Everyone:

Replying to "Question: How do you..."

That is what they "say" then.

17:43:25 From aurelia kare to Everyone:

Replying to "Would you ever build..."

I'd map how users are solving the problem today. In a Pretty detailed way. There might be other touchpoints that need attention, or better problems to solve for

17:43:49 From Sarita Damania to Everyone:

Reacted to "you can use it to fo..." with 👍

17:43:54 From Sarita Damania to Everyone:

Reacted to "I've done that becaus..." with 👍

17:43:55 From Paul Rollins to Everyone:

Reacted to "I'd map how users ar..." with 👍

17:44:09 From Sarita Damania to Everyone:

Reacted to "I'd map how users ar..." with 👍

17:44:16 From Doris Jung to Everyone:

Maybe this is something you will be talking about later, just making sure I get to ask it:

I am keen to dive into the synthesis of behavioural data you gathered in research - how do you extract journey patterns from it.

Specifically - I have been interviewing 12 people and mapped each of their specific journeys during the interview. Now I am looking to discover a few universal paths but it seems each of them has their own specific journey. (We don't yet have customer types. The journey maps are supposed to help identify different behavioural types.) It's all a bit overwhelming. Do you have any idea how I can start shedding some light into the chaos? I have identified behaviours and motivations but each of them combines them very differently across their journey. (Not interactions with one specific product but the macro picture of their media consumption.)

17:44:20 From Sarita Damania to Everyone:

Reacted to "I'd map how users ar..." with 🙌

17:44:20 From Heather van Helvoort to Everyone:

Reacted to "I've done that becaus..." with 🙌

17:44:29 From Sarita Damania to Everyone:

Reacted to "Maybe this is someth..." with 🙌

17:44:37 From Caryl D'Souza to Everyone:

Replying to "Question: How do you..."

ie. I was helping a Fintech create an RRSP saving platform. In a round-table, found people saying "I wish I could use this to save for my vacations!", so we did that.

17:44:51 From Nina Hido to Everyone:

Reacted to "This is where protot..." with 🙌

17:45:06 From Paul Rollins to Everyone:

Replying to "Would you ever build..."

What you're establishing is a hypothesis, and that is the genesis of any good research. Creating research artifacts on hypotheticals, however, can be misleading to stakeholders as they can suggest realities that are supported only by guesses and not even truly attainable.

17:45:16 From Heather van Helvoort to Everyone:
Reacted to "I'd map how users ar..." with 100

17:45:24 From Sarita Damania to Everyone:
Replying to "Question: How do you..."

How did the individual's feedback fit into the context of all users?

17:46:10 From Caryl D'Souza to Everyone:
Replying to "Would you ever build..."

@Paul Rollins agreed. It's really important to use it in an exercise to define things to be measured or validated rather than an actual user journey.

17:47:14 From Sarita Damania to Everyone:
Reacted to "@Paul Rollins agreed..." with 100

17:47:21 From Caryl D'Souza to Everyone:
Replying to "Question: How do you..."

It opens a sightline into parts of a feature you may not have thought of. From there, further diving to validate that those insights are worth pursuing.

17:47:26 From Paul Rollins to Everyone:
Replying to "Would you ever build..."

I'm all about dreaming and blue-sky thinking myself, however... But managing expectations with stakeholders is where the line gets blurry 😊

17:47:41 From Caryl D'Souza to Everyone:
Reacted to "I'm all about dreami..." with 👍

17:47:43 From aurelia kare to Everyone:
Replying to "Would you ever build..."
Sometimes we find our blind spots!

17:47:47 From Sarita Damania to Everyone:
Removed a 100 reaction from "Maybe this is someth..."

17:47:54 From Jake Rhodes to Everyone:
Reacted to "Sometimes we find ou..." with 👍

17:47:56 From Sarita Damania to Everyone:
Reacted to "I'm all about dreami..." with 👍

17:49:17 From Jake Rhodes to Everyone:
Layers of data lend validity where qual is often met with skepticism for those who are unfamiliar

17:49:43 From Mhaire Fraser to Everyone:
Reacted to "What is your n=? Whe..." with 👍

17:50:07 From Nathan Eaton-UXRS to Everyone:
Replying to "Layers of data lend ..."

helpful to know for those of us newer to the field in general

17:50:11 From aurelia kare to Everyone:
Replying to "Layers of data lend ..."

100

17:50:15 From Kyle Grant to Everyone:
I have used dscout, it is good

17:50:21 From Mhaire Fraser to Everyone:
Reacted to "Emotional Journey Ma..." with 👍

17:50:35 From Kyle Grant to Everyone:
you tend to get the same recruits quite a bit, but that is not surprising

17:50:43 From Andre ✨ to Everyone:

Can you repeat the name of the tool please? 🙌🙌

17:50:48 From Heather van Helvoort to Everyone:

Reacted to "you tend to get the ..." with 👍

17:50:55 From Paul Rollins to Everyone:

dscout

17:50:58 From Niyi Adeola to Everyone:

Replying to "Can you repeat the n..."

Its Dscout

17:51:09 From Paul Rollins to Everyone:

They actually have a "demo day" scheduled for tomorrow.

17:51:09 From alex to Everyone:

Replying to "Can you repeat the n..."

<https://dscout.com/>

17:51:12 From Jake Rhodes to Everyone:

Replying to "Can you repeat the n..."

that's becoming true with so many of the platforms. It's a good practice to build panels of your own too.

17:51:35 From Caryl D'Souza to Everyone:

Reacted to "They actually have a..." with 👍

17:51:38 From Heather van Helvoort to Everyone:

Reacted to "They actually have a..." with 👍

17:52:23 From Joelle Hagen to Everyone:

Any tips on leveraging study panels (like user zoom) when your product customer is a very niche group (such as an older age group with low tech knowledge)

17:52:37 From Paul Rollins to Everyone:

Just know that many of these platforms "employ" recruits who can communicate on backchannels to "game the system" (i.e., I need to answer certain questions in certain ways so I'm not booted from the study).

17:52:54 From Paul Rollins to Everyone:

Replying to "Just know that many ..."

*from

17:53:20 From kerryux to Everyone:

Reacted to "Just know that many ..." with 🙌

17:53:23 From Andre ✨ to Everyone:

Thanks Dr. Nik!

17:54:42 From Paul Rollins to Everyone:

Getting held up too much on how something looks can actually interfere with unbiased research... So, thank you for explaining the "why" first before showing the "what" :D

17:54:46 From Mike Christoff to Everyone:

Who owns the journey map? CX or UX?

17:55:28 From Meredith Thompson to Everyone:

How many users do you need to create a journey map?

17:55:34 From Meredith Thompson to Everyone:

(Hi Mike!)

17:55:36 From Jake Rhodes to Everyone:

Replying to "Who owns the journey..."

For learning what it IS - UX,

For planning what it should be - BOTH

17:55:43 From Sharon Ho to Everyone:

not sure if this is the right question for here - but always struggle with market research vs. ux research? are there diff component market research might be responsible for a journey map (or other supportive parts) vs. uxr?

17:56:12 From Giulio Ferrato to Everyone:

What's the best way to implement quotes from users to make the journey feel more "real"?

17:56:31 From Kyle Grant to Everyone:

what value does the awareness phase add in this map?

17:56:32 From Meg Wyble to Everyone:

Reacted to "what value does the ..." with 👍

17:56:34 From Meg Wyble to Everyone:

Removed a 👍 reaction from "what value does the ..."

17:56:38 From Meg Wyble to Everyone:

Reacted to "What's the best way ..." with 👍

17:56:41 From Heather Brown (she/her) to Everyone:

Reacted to "What's the best way ..." with 👍

17:56:41 From Alysa Buchanan to Everyone:

Replying to "Who owns the journ..."

At my current employer, the CX org owns the customer journey map. But the UX team creates digital product-specific journey maps. At a previous company, CX rolled into UX so it was all shared. I've found it depends on the size and maturity of the teams

17:56:50 From DA to Everyone:

How do you make your journey maps accessible?

17:56:56 From Sharon Ho to Everyone:

Reacted to "How many users do yo..." with 👍

17:57:08 From Giulio Ferrato to Everyone:

Replying to "What's the best way ..."

like I feel that a quote is 100 more valuable than an emoticon showing an emotion

17:57:51 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):

Looking at time, we probably need to minimize the number of questions.

17:57:55 From Danielle Siano to Everyone:

Replying to "not sure if this is ..."

I'm always asking in small companies where market research and ux research can overlap as a place to start (since stakeholders in small companies are usually much more familiar with marketing vs ux, generally)

17:57:56 From Paul Rollins to Everyone:

Reacted to "like I feel that a q..." with 👍

17:58:05 From Stephanie Vore Apple to Jen Blatz - UXRS(Direct Message):

Ok - when is the hard stop to finish?

17:58:07 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):

I may have to do a follow up thing with her to get more of these questions answered. ha

17:58:10 From Caryl D'Souza to Everyone:

Reacted to "like I feel that a q..." with 👍

17:58:20 From Stephanie Vore Apple to Jen Blatz - UXRS(Direct Message):

So we have a follow-up session for Q&A?

17:58:25 From Sayya D to Everyone:

Reacted to "like I feel that a q..." with 👍

17:58:28 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):

Nothing really. Maybe 7:15 or 7:20 your time.

17:58:31 From Nina Hido to Everyone:

Reacted to "How do you make your..." with 👍

17:58:37 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):

We will have to do the break out rooms and happy hour.

17:58:42 From Nina Hido to Everyone:

Reacted to "What's the best way ..." with 👍

17:58:42 From Paul Rollins to Everyone:

Replying to "What's the best way ..."

I'd argue that a photo or video (with the user's permission, of course) that demonstrates a user's frustration, delight, etc. can be even more powerful.

17:58:43 From Stephanie Vore Apple to Jen Blatz - UXRS(Direct Message):

Do you want me to ask Dr. Nikki for a follow-up session with Q&A?

17:58:48 From Chris Tang to Everyone:

Reacted to "Speak about your Jou..." with 👍

17:59:04 From DA to Everyone:

Reacted to "How do you make your..." with 👍

17:59:05 From DA to Everyone:

Removed a 👍 reaction from "How do you make your..."

17:59:11 From Paul Rollins to Everyone:

Replying to "What's the best way ..."

I.e., highlighting nonverbal cues

17:59:34 From UK to Everyone:

How do you measure the sentiment or emotion of the customer at that point in each stage?

17:59:35 From Jake Rhodes to Everyone:

Curious how you handle expressing the "Experience" is that value in the vertical axis drawn from data or is it directional?

17:59:39 From Danielle Siano to Everyone:

Replying to "What's the best way ..."

create a swim lane with quotes from customers at each touchpoint

17:59:44 From Margaret Aiken to Everyone:

do you build the map collaboratively, or alone then present it?

17:59:49 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):

I can ask her later. I don't want to put her on the spot.

17:59:49 From Angeli Beltran to Everyone:

Reacted to "How do you measure t..." with 👍

17:59:53 From Jake Rhodes to Everyone:

Reacted to "do you build the map..." with 👍

17:59:55 From Connor McKenzie to Everyone:

Replying to "How do you make your..."

What tool you build and present it in will help (e.g. a format that allows keyboard navigation or audio support like screen readers).

I've seen detailed captions (meh), video walkthroughs, and audio walkthroughs used. Depends on the use case.

18:00:05 From Giulio Ferrato to Everyone:

Replying to "What's the best way ..."

@Paul Rollins yes the video will be ideal in my opinion, but between a photo and a quote I would go with the quote

18:00:06 From DA to Everyone:
508 accessible

18:00:13 From Giulio Ferrato to Everyone:
Reacted to "create a swim lane w..." with 👍

18:00:18 From Giulio Ferrato to Everyone:
Reacted to "I'd argue that a pho..." with 👍

18:00:19 From Jake Rhodes to Everyone:
Reacted to "508 accessible" with 👍

18:00:22 From DA to Everyone:
For inclusion

18:00:23 From Nicole Quiel to Everyone:
is there a link to watch the recording of this class?

18:00:28 From Caryl D'Souza to Everyone:
Reacted to "is there a link to w..." with 👍

18:00:42 From Collin Ferguson to Everyone:
Thank you everyone! I look forward to future webinars! I will check out the recording.

18:00:49 From UK to Everyone:
Replying to "What's the best way ..."

Use the quotes From your interview data

18:00:54 From Jake Rhodes to Everyone:
Replying to "is there a link to w..."

It will be posted in Youtube

18:00:57 From Doris Jung to Everyone:
QUESTION: How do you create journey maps of macro behaviours out of your research data? (I mapped each interview into a map individually and thus far can only find patterns for some of the steps but not entire paths.)
😊

18:01:13 From Paul Rollins to Everyone:
Reacted to "@Paul Rollins yes th..." with 👍

18:01:17 From Emily Carmody- UXRS to Everyone:
Replying to "is there a link to w..."

A recording of this event and slides will be available soon after the event on the UXRS website's Past Event's page: <https://www.uxresearchandstrategy.com/past-events.html>

18:01:21 From Enz Baur to Everyone:
Is there a specific area on the map where you would add any quant data you had e.g. csat, nps?

18:01:24 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):
You may want to mention that we want to be mindful of her time.

18:01:27 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):
To move her along a bit

18:01:50 From Maxwest MX-A10R to Everyone:
Reacted to "is there a link to w..." with 👍

18:01:51 From UK to Everyone:
Replying to "How many users do yo..."

5-8

18:01:57 From Collin Ferguson to Everyone:
Replying to "QUESTION: How do you..."

PEST or STEEPLE Analysis. Look for the Ripple Impact Canvas.

18:02:09 From Mia Lewis to Everyone:

Smapply? Is the name?

18:02:14 From Mohammed to Everyone:

when to do a simple journey map and an experience map?

18:02:20 From Meredith Thompson to Everyone:

Replying to "Smapply? Is the name?"

maply

18:02:27 From Paul Rollins to Everyone:

Replying to "Is there a specific ..."

In a little trashcan in the corner of the document.

18:02:34 From Meredith Thompson to Everyone:

Replying to "Smapply? Is the name?"

<https://maply.com/>

18:02:42 From Mia Lewis to Everyone:

Replying to "Smapply? Is the name?"

thanks

18:02:53 From DA to Everyone:

Reacted to "What tool you build ..." with 👍

18:02:54 From Amanda Monarch to Everyone:

Is there a minimum amount of users or data that you aim to have? I work for a B2B startup and we really need to have our specific customers or at least industry professional providing the feedback. They also get very busy and it can be difficult to get their time.

18:02:55 From Wendy Grauer to Everyone:

Replying to "what value does the ..."

During the awareness phase of the conversion funnel the consumer considers an initial set of brands based on brand perceptions & exposure to touchpoints.

18:03:06 From Paul Rollins to Everyone:

Replying to "Is there a specific ..."

I'm only sort of joking re: CSAT and NPS data

18:03:11 From Nicole Quiel to Everyone:

Replying to "is there a link to w..."

thank you very much!!

18:03:13 From Jake Rhodes to Everyone:

Replying to "Is there a specific ..."

If the metric is macro, you should elevate it outside the map. If you have sat data per phase, that would make for a useful row of its own.

18:03:18 From kerryux to Everyone:

Is it worth doing journey maps for B2B software that users don't usually have any say in if they have to use it or not?

18:03:29 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):

Great job.

18:03:30 From Kaya Fraser (she/her) to Everyone:

Replying to "Smapply? Is the name?"

Actually it is smaply <https://www.smaply.com/>

18:03:36 From Nicole to Everyone:

Replying to "Smaply? Is the name?"

It's Smaply <https://www.smaply.com/>

18:03:39 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):

Smooooth bump along. Lol

18:03:51 From Doris Jung to Everyone:

Replying to "QUESTION: How do you..."

Thank you I'll check it out :-)

18:04:31 From Kristy Haines to Everyone:

Hey folks, I have to jump! A great session, thank you. (I'm over in Perth, Australia, so it's 7am - time to get the family ready for the day!)

18:05:04 From Cassie Wallender to Everyone:

I have to jump too, thank you for a great session!!

18:05:18 From UK to Everyone:

If we are interviewing 5 participants (for teh same role) for a Journey Map, each one has a different emotional response or feeling, how do you account for that? And which one do you include in the map?

18:05:21 From aurelia kare to Everyone:

Will the slides be shared?

18:05:23 From Meredith Thompson to Everyone:

Replying to "Smaply? Is the name?"

@Nicole Thank you for the correction!

18:05:33 From Julie Dawson to Everyone:

Reacted to "Will the slides be s..." with ❤️

18:05:37 From Taylor Reyes Sihapanya (she/they) to Everyone:

Reacted to "Will the slides be s..." with ❤️

18:05:43 From Kelli Mijares to Everyone:

Reacted to "Will the slides be s..." with ❤️

18:05:46 From Thomas Hobbs (He/Him/His) to Everyone:

What are best practices for validating and aligning with stakeholders on what is found and how the story is told?

18:06:20 From Jen Blatz - UXRS to Everyone:

REMINDER

Special "Pop Up" June Event

Hanging with Hang Xu

"Why Good UX Folks Don't Get Hired" and other Job-seeking truths

<https://www.eventbrite.com/e/why-good-ux-talent-doesnt-get-hired-hang-out-with-hang-xu-tickets-645071725897?aff=Speaker>

18:06:26 From Heather van Helvoort to Everyone:

Reacted to "REMINDER

Special "Po..." with 😊

18:06:30 From Angeli Beltran to Everyone:

how do you determine the moments that matter?

18:06:30 From Oswaldo Mendoza (Oz) to Everyone:

Reacted to "REMINDER

Special "Po..." with 👍

18:06:45 From Cindy Gordon to Everyone:

Do you create one of these for each customer or how do you choose how to represent the whole of users talked to for the experience emotion row?

18:06:58 From UK to Everyone:

Reacted to "What are best practi..." with 👍

18:07:07 From Michelle Gavilanes to Everyone:

Reacted to "Do you create one of..." with 👍

18:07:07 From Danielle Siano to Everyone:

Replying to "Do you create one of..."

yep

18:07:08 From Shawn Tzeng to Everyone:

thank you so much! this was super insightful. Unfortunately, I have a conflict and won't be able to stay for the networking. Thanks!

18:07:12 From Paul Rollins to Everyone:

Replying to "how do you determine..."

The question could be, "What moments are you trying to impact or influence?"

18:07:41 From Charles Egwuh to Everyone:

what technologirs or platfrp

18:07:45 From Marie Maxey to Everyone:

Thank you!

18:07:48 From UK to Everyone:

Replying to "What are best practi..."

May be validating it with your internal admin

18:07:50 From Salvador Armendariz (he, him) to Everyone:

awesome presentation. Thank you so much Dr. Smith!

18:07:57 From Christine Jones (she/her) to Everyone:

Replying to "What if you are not ..."

This was a great presentation!!! Thank You 🙌

18:08:04 From Angeli Beltran to Everyone:

thanks! great session! Gotta go though, too early over here!

18:08:06 From Cindy Gordon to Everyone:

Yes, thank you!

18:08:11 From Angela Battle to Everyone:

Reacted to "Yes, thank you!" with 👍

18:08:12 From Brea Talsness to Everyone:

Thank yu!

18:08:12 From Perri McCammon to Everyone:

Thank you so much!

18:08:12 From Brittney Brooks to Everyone:

Thanks so much!

18:08:13 From Courtney Tiberio to Everyone:

Thank you!!

18:08:15 From Tiffany Li to Everyone:

Thank you so much!

18:08:17 From Maggie T. to Everyone:

Thank you!

18:08:17 From Anchal Jain to Everyone:

Replying to "How many users do yo..."

Thank you

18:08:21 From Mhaire Fraser to Everyone:

Great Job Nikki

18:08:21 From Jenna Doll to Everyone:

Thank you!

18:08:22 From Terri Lovins to Everyone:

Incredible - thank you so much!

18:08:23 From Paul Rollins to Everyone:

And save this chat, folks, would be my recommendation!

18:08:24 From Rume Okoh to Everyone:



18:08:26 From Julie Dawson to Everyone:

Thank you, Dr. Nik!!!

18:08:28 From Tyra to Everyone:

Thank you!

18:08:28 From Sue Randall to Everyone:

Thank you! My apologies unable to stay as have another commitment. Enjoy!

18:08:29 From Andrea Kim to Everyone:

Thank you!

18:08:30 From Susana Rojas to Everyone:

Thank you!!

18:08:30 From Anchal Jain to Everyone:

Replying to "What's the best way ..."

Thank you

18:08:33 From Charles Egwuh to Everyone:

what technologies or platforms do you use when conducting research around journey mapping.

18:08:34 From Jake Rhodes to Everyone:

Post Event Survey

<https://forms.gle/g4fyk24F7iAP138Z7>

18:08:36 From UK to Everyone:

Can we contact Dr Nikki later by Email?

18:08:40 From Savita Singh to Everyone:

Thank you!

18:08:44 From KellyS to Everyone:

THANK YOU!!

18:08:49 From Angela Battle to Everyone:

Thank you! I have to jump as well. Thank so much , this was great! First time learner, and will be back to other events

18:08:51 From Funke Famoyin to Everyone:

THANK YOU

18:09:01 From Charles Egwuh to Everyone:



18:09:33 From Jen Blatz - UXRS to Everyone:

Let us know what you thought of tonight's event please: <https://forms.gle/g4fyk24F7iAP138Z7>

18:10:18 From Paul Rollins to Everyone:

I gotta hop, but have a great rest of the session, everyone!

18:10:49 From Julie Massariol (She / Her) to Everyone:

how much time do we have?

18:10:51 From Sonya Ramsey to Everyone:
Thanks for an interesting and informative presentation. I need to leave now. Have a great journey everyone!

18:12:29 From Stephanie Vore Apple to Jen Blatz - UXRS(Direct Message):
Good session with Dr Nikki.

18:12:36 From Stephanie Vore Apple to Jen Blatz - UXRS(Direct Message):
I'll keep an eye on time.

18:23:24 From Jen Blatz - UXRS to Everyone:
One more ask. Please fill out the post-event survey <https://forms.gle/g4fyk24F7iAP138Z7>

18:24:04 From Kristina Woodburn to Everyone:
Sorry to my team
<https://www.linkedin.com/in/kristina-davenport-woodburn-19835022/>

18:28:26 From Bai Pai to Everyone:
I really want to stay in the end, but I need to go!! Thanks for everything!!

18:35:20 From Kristin Ashton to Jen Blatz - UXRS(Direct Message):
Hi Jen!!!

18:37:10 From Jen Blatz - UXRS to Kristin Ashton(Direct Message):
Hi hi hi

18:39:30 From Christina Wong to Everyone:
Maps lol

18:39:59 From Jen Blatz - UXRS to Everyone:
Last post to get your ticket to this very special event NEXT WEEK!
Hanging with Hang Xu
"Why Good UX Folks Don't Get Hired" and other Job-seeking truths

<https://www.eventbrite.com/e/why-good-ux-talent-doesnt-get-hired-hang-out-with-hang-xu-tickets-645071725897?aff=Speaker>

18:39:59 From Joelle Hagen to Everyone:
Firefox browser app

18:40:01 From Melissa Neeley-Nicolini to Everyone:
Teams

18:40:07 From Rosa Carbajal to Everyone:
I'm keeping Plants versus Zombies on my phone...had it forever, keeping it forever

18:40:15 From Hannah McDonald to Everyone:
Reacted to "I'm keeping Plants v..." with 😊

18:40:19 From Marcia Volpe to Everyone:
Likewise and synchronize

18:40:20 From Pavithra Arvind to Everyone:
Mail & and an all in one smart home app (currently I have 5 different ones!)

18:40:39 From Jenna Doll to Everyone:
Reacted to "I'm keeping Plants v..." with 😊

18:40:40 From Jen Blatz - UXRS to Everyone:
Who has a good weather app that shows a live satellite?

18:40:56 From Christina Wong to Everyone:
Reacted to "Last post to get you..." with 👍

18:40:59 From Christina Wong to Everyone:
Removed a 👍 reaction from "Last post to get you..."

18:41:12 From Georgia Postlewait to Everyone:
My chat's disappeared from my groups before had a chance to get everyone's linked in, but just in case any of my groups are still here. <http://linkedin.com/in/georgia-postlewait>

18:41:42 From Pavithra Arvind to Everyone:
Replying to "Who has a good weath..."

The weather channel app

18:41:46 From Khiara Las to Everyone:

For my group members <https://www.linkedin.com/in/khiara-zhang/>

18:42:01 From Khiara Las to Everyone:

Or anyone who wants to connect

18:42:16 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):

Does anyone have any general questions for the group?

18:42:18 From Mhaire Fraser to Everyone:

Thank you

18:42:25 From Nathan Eaton-UXRS to Everyone:

Reacted to "I'm keeping Plants v..." with 🤔

18:42:29 From Jake Rhodes to Everyone:

Replying to "Who has a good weath..."

NSA Streets and Clouds

18:42:31 From Nathan Eaton-UXRS to Everyone:

Replying to "I'm keeping Plants v..."

nice!

18:42:33 From Ann K Chou to Everyone:

Google transcribe for "hard of hearing" and Google Lens for image translation

18:42:44 From Melissa Neeley-Nicolini to Everyone:

Thanks gotta bounce! Awesome session 🙌

18:42:49 From Hannah McDonald to Everyone:

Reacted to "NSA Streets and Clou..." with 👍

18:42:52 From Adwait Gharat to Everyone:

WhatsApp and PokémonGO (yes still playing!)

18:42:55 From Jen Blatz - UXRS to Stephanie Vore Apple(Direct Message):

Tell them to raise their hand and get in line.

18:43:32 From Diane Ludin to Everyone:

thank you for this gotta go...nice to connect!

18:43:37 From Rosa Carbajal to Everyone:

Reacted to "WhatsApp and Pokémon..." with 😏

18:43:37 From Kristin Ashton to Jen Blatz - UXRS(Direct Message):

I missed the entire session because of a meeting 😞

18:43:56 From Caroline Chou to Everyone:

[linkedin.com/in/carolinechou](https://www.linkedin.com/in/carolinechou) for anyone who wants to connect!

18:43:57 From Jake Rhodes to Everyone:

If you haven't already - let us know what you think

<https://forms.gle/g4fyk24F7iAP138Z7>

18:44:01 From Jen Blatz - UXRS to Everyone:

Don't spoil this shows!!!

18:44:22 From Khiara Las to Everyone:

Thank you I have to head out now

18:44:33 From Marcia Volpe to Everyone:

for anyone that would like to connect I am UX Sr Content Strategist/Information Architect

<https://www.linkedin.com/in/marciavolpe/>

18:44:42 From Jen Blatz - UXRS to Everyone:

What is AI? Joke Joke....

18:44:49 From Deepthi Vasishta to Everyone:

Reacted to "What is AI? Joke Jok..." with 😊

18:44:53 From Tiffany Wang to Everyone:

Reacted to "What is AI? Joke Jok..." with 😊

18:45:05 From Deepthi Vasishta to Everyone:

Replying to "What is AI? Joke Jok..."

Vision Pro..

18:45:15 From Jenna Doll to Everyone:

Please feel free to connect with me: <https://www.linkedin.com/in/jennadoll/> I'm a recent MS in UX grad currently looking for positions in UXR or UXD

18:45:19 From Angie Lacey to Everyone:

Good night everyone, the breakout rooms were great!

18:45:19 From Adwait Gharat to Everyone:

Reacted to "What is AI? Joke Jok..." with 😊

18:45:37 From Maggie T. to Everyone:

Anyone who wants to connect I'm open especially if you are looking for a new member for your UX/CX team at work.

<https://www.linkedin.com/in/maggietagoe>

18:46:40 From Dianne Juhl to Everyone:

ChatGTP for secondary desk research

18:47:00 From Cindy Gordon to Everyone:

I use chat GPT for aiding research and how to represent data which I then translate into a more beautiful chart

18:47:11 From Joelle Hagen to Everyone:

Happy to connect on LinkedIn: <https://www.linkedin.com/in/joellehagen/>

18:47:12 From Adwait Gharat to Everyone:

Reacted to "Happy to connect on ..." with 👍

18:47:16 From Adwait Gharat to Everyone:

Removed a 👍 reaction from "Happy to connect on ..."

18:47:21 From Adwait Gharat to Everyone:

Reacted to "I use chat GPT for a..." with 👍

18:47:21 From Dianne Juhl to Everyone:

Reacted to "I use chat GPT for a..." with 👍

18:47:37 From alex to Everyone:

Please feel free to connect with me <https://www.linkedin.com/in/ye-min-htun-alex-464622175/>
I'm a UX Designer at Codigo.

18:47:42 From Jake Rhodes to Everyone:

Regarding prompt engineering - some useful tools can be found on GitHub to help you get starte:
<https://github.com/dair-ai/Prompt-Engineering-Guide>

18:47:49 From Maggie T. to Everyone:

Reacted to "Regarding prompt eng..." with 👍

18:47:51 From Dianne Juhl to Everyone:

Replying to "I use chat GPT for a..."

Do you have an example of a prompt that you use to tell it to represent data

18:48:23 From Hannah McDonald to Everyone:

Reacted to "Regarding prompt eng..." with 👍

18:48:27 From Dianne Juhl to Everyone:

Reacted to "Regarding prompt eng..." with 👍

18:48:35 From Jake Rhodes to Everyone:

Thumb up this message if you would like to do a session on prompt engineering for ux research

18:48:39 From Maggie T. to Everyone:

For anyone who wants to learn more about prompt engineering:

<https://learnprompting.org/docs/intro>

18:48:44 From Hannah McDonald to Everyone:

Reacted to "Thumb up this messag..." with 👍

18:48:47 From Dianne Juhl to Everyone:

Reacted to "Thumb up this messag..." with 👍

18:48:47 From Tiffany Wang to Everyone:

Reacted to "Thumb up this messag..." with 👍

18:48:48 From Ann K Chou to Everyone:

Reacted to "For anyone who wants..." with 🐰

18:48:48 From alex to Everyone:

Reacted to "Thumb up this messag..." with ❤️

18:48:52 From alex to Everyone:

Removed a ❤️ reaction from "Thumb up this messag..."

18:48:53 From alex to Everyone:

Reacted to "Thumb up this messag..." with 👍

18:48:54 From Maggie T. to Everyone:

Reacted to "Thumb up this messag..." with 👍

18:48:57 From Jenna Doll to Everyone:

Reacted to "Thumb up this messag..." with 👍

18:49:03 From Tiffany Wang to Everyone:

Please feel free to connect with me!

<https://www.linkedin.com/in/szuyunw>

I'm a UX Researcher based in Vancouver BC open for work.

18:49:37 From Rosa Carbajal to Everyone:

I use chatgpt to fill in the blanks to help hypothesize about questions not yet answered by research and still requires validation.

18:50:30 From Doris Jung to Everyone:

Reacted to "Thumb up this messag..." with 👍

18:51:29 From Rosa Carbajal to Everyone:

For those of you looking for a job ask chatgpt to give you interview questions to test yourself with. It does a great job.

18:51:34 From Hannah McDonald to Everyone:

Also happy to connect with anyone! I'm an independent UX research & strategy consultant based in Minneapolis, MN. <https://www.linkedin.com/in/ux-hannahmcdonald/>

18:51:52 From Deepthi Vasishta to Everyone:

<https://www.linkedin.com/in/deepthivasishta/> Let's connect. :) I am looking for any entry level positions. Let me know!

18:51:55 From Jake Rhodes to Everyone:

thumb up this message if you have used Open AI or chat gpt as part of your research practice since last November

18:51:55 From Marcia Volpe to Everyone:

same here

18:52:16 From Hannah McDonald to Everyone:

Reacted to "thumb up this messag..." with 👍

18:52:18 From Jake Rhodes to Everyone:

Reacted to "thumb up this messag..." with 👍

18:52:25 From Rosa Carbajal to Everyone:

Reacted to "thumb up this messag..." with 👍

18:52:30 From Ann K Chou to Everyone:

Reacted to "thumb up this messag..." with 👍
18:53:03 From Rosa Carbajal to Everyone:
Nice meeting everyone! See you next time. 😊
18:53:10 From Rachel Max to Everyone:
This was great! Thanks much for organizing.
18:53:42 From Deepthi Vasishta to Everyone:
Reacted to "thumb up this messag..." with 👍
18:53:47 From Jen Blatz - UXRS to Everyone:
Eek!
18:53:57 From Jake Rhodes to Everyone:
I've had lots of issues with literature review hallucinations - don't recommend
18:54:01 From Nathan Eaton-UXRS to Everyone:
Reacted to "thumb up this messag..." with 👍
18:54:12 From Joelle Hagen to Everyone:
This was a great session! Thank you everyone. Hope to see you next time!
18:54:17 From Jen Blatz - UXRS to Everyone:
Reacted to "This was a great ses..." with 👍
18:54:35 From Jenna Doll to Everyone:
Is anyone attending the UXPA conference in Austin Jun 20-22?
18:54:46 From Doris Jung to Everyone:
Is there any resource you can think off to get up to speed with how to use AI for UXR?
18:55:37 From Marcia Volpe to Everyone:
royalty free
18:57:40 From Ann K Chou to Everyone:
Open to connection. I have working background in Healthcare IT and currently completing a MSc.
I do use ChatGPT to help me to some summary metrics and sentimental tag
<https://www.linkedin.com/in/annkchou>
18:58:30 From Marcia Volpe to Everyone:
I use to get over the blank block!
18:58:59 From Marcia Volpe to Everyone:
thank you
18:59:24 From Pavithra Arvind to Everyone:
Lets connect: <https://www.linkedin.com/in/pavithra-arvind/>
18:59:37 From Jake Rhodes to Everyone:
Last chance - any feedback on the event? let us know: <https://forms.gle/g4fyk24F7iAP138Z7>
18:59:58 From Charles Egwuh to Everyone:
[linkedin.com/in/charlesegwuh](https://www.linkedin.com/in/charlesegwuh)
19:00:00 From Skyler Ybarra to Everyone:
Linkedin connect? <https://www.linkedin.com/in/skyler-ybarra/>
19:00:05 From Ann K Chou to Everyone:
I also use ChatGPT to compile my artist statement that join lanterns, disability equity and sumi-e painting :>
19:00:16 From Julie Massariol (She / Her) to Everyone:
have a nice week all!
19:00:19 From Maggie T. to Everyone:
Thank you!