## Chapter 1: How Will UX Mapping Change Your (Users') Life?

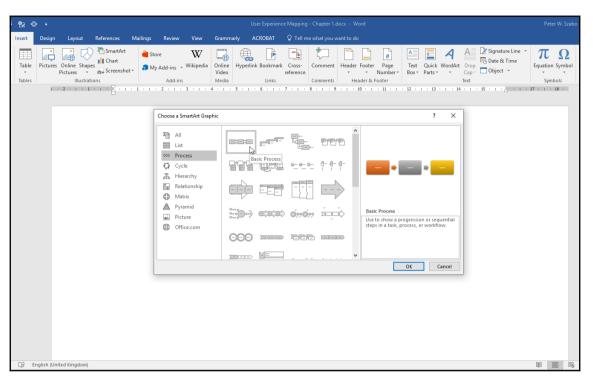


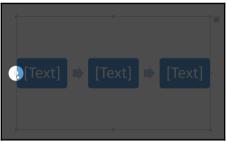


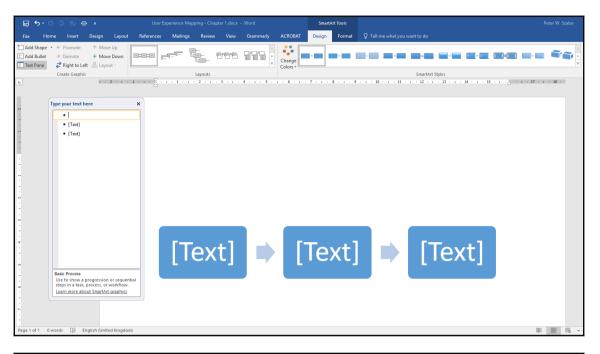
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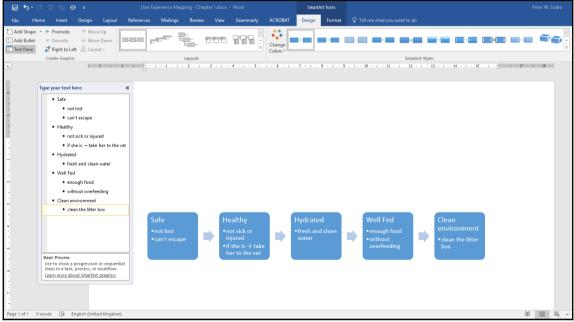
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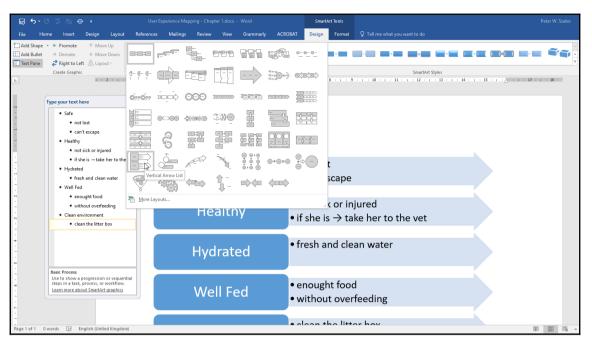
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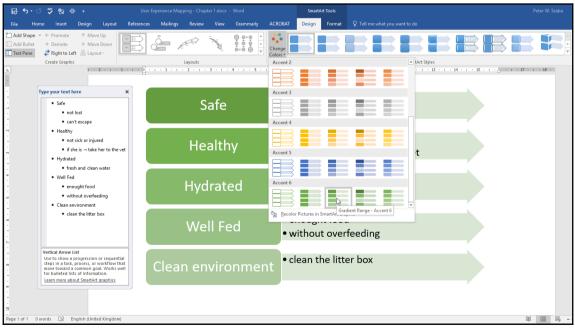


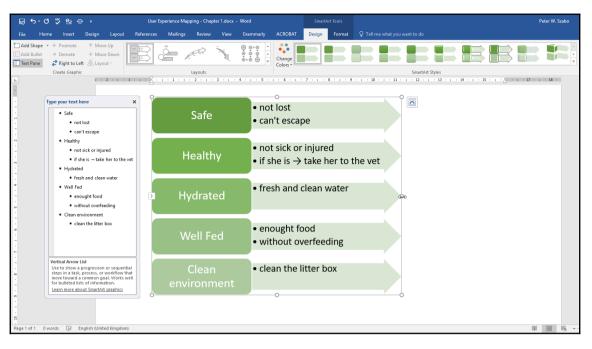


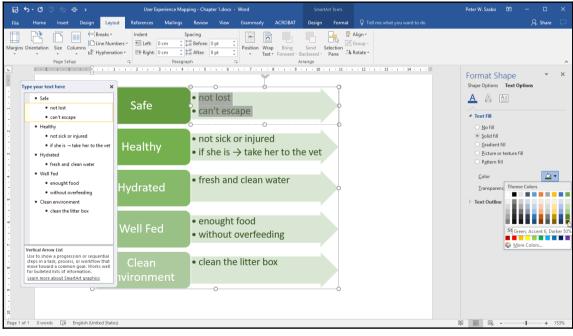




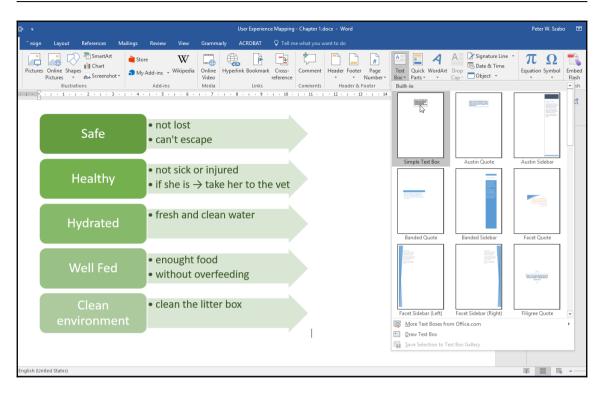


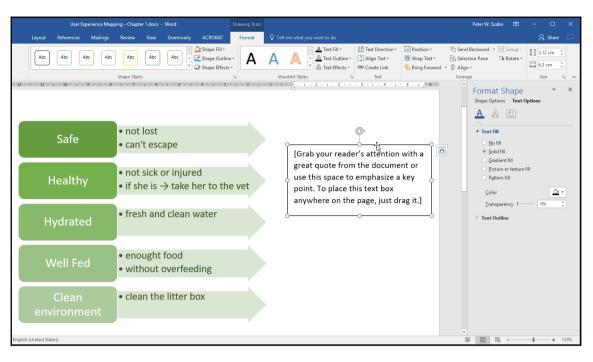


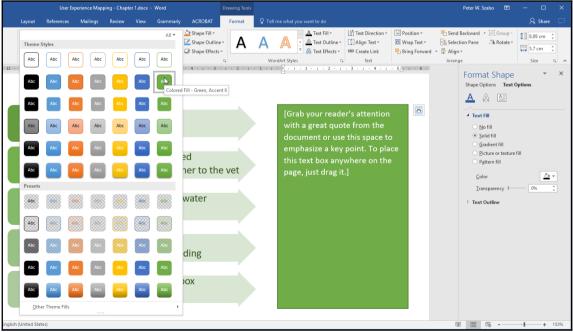




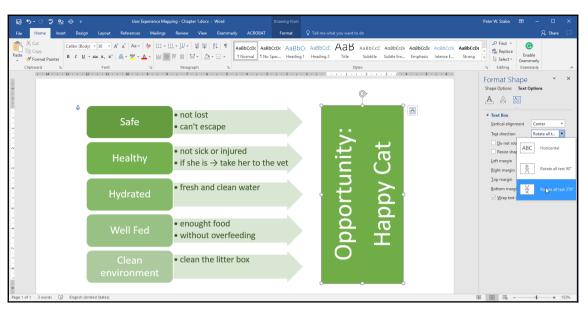
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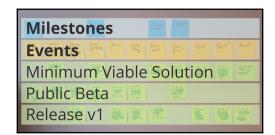




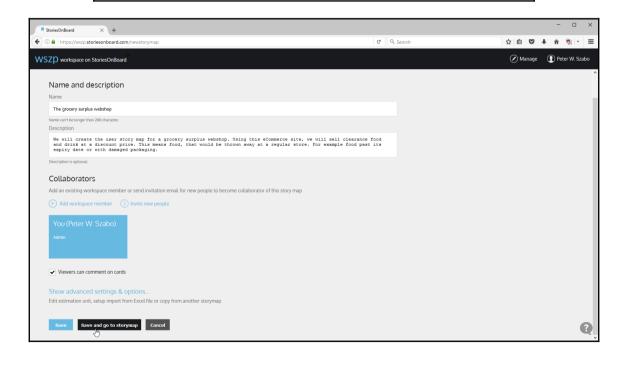
## Chapter 2: User Story Map -Requirements by Collaboration and Sticky N otes

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Akadálymentes weboldalak készítése – Elistaria		
A böngésző címsorában és az oldalhoz tartozó fülön jelenik meg. L	egyen benne az aloldallal megcélzandó kulcsszó. Mi	maximum 65 karakter hosszú címet ajánlunk.
Akadálymentes weboldalak készítése		
<ul> <li>Megegyezik a címmel A cim rövidebb verztója, az oldalon jelenik meg, nagy méretben.</li> </ul>	<ul> <li>Címből generálódik</li> </ul>	Legyen rövid és tartalmazza a kulcsszót!
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Bizd ránk a W3C WCAG 2.0 Å, AA és AAA fokú akadálymentes weboldalad elkészítését, illetve pályázatokhoz szükséges accessibility tanulmányok készítését.	Nem a kulesszavak m	A tartalom címkéi, vesszővel elválasztva. veta, hiszen azt a <b>Google nem veszi figyelembe</b> .
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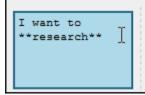


StoriesOnBoard	× +
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	ace on StoriesOnBoard
Welcome Peter	N. Szabo!
Get started easily with	n our Map Shop example project for an impression on how to use StoriesOnBoard.
If you are ready to laur	nch your own project create a new one here.
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# < The grocery surplus webshop

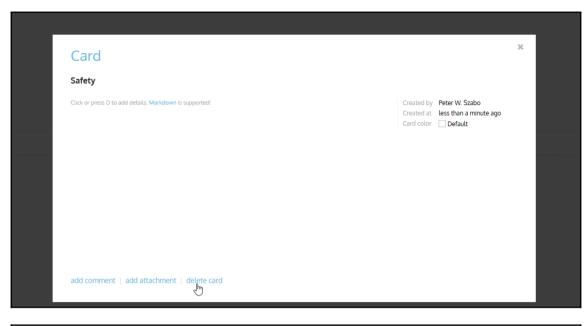


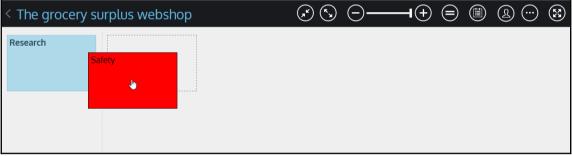
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l want to <b>research</b> grocery surplus and this website.	Zoom in

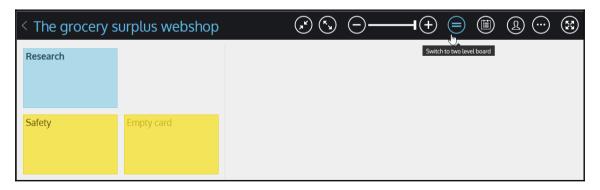
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Minimum Viable Solution 🗸	A simple and short explanation text on		I'd like browse by <b>top</b> level categories.			I'd like to <b>add items</b> to basket.	l'd like to basket.
	why Grocery Surplus is good for me. Todo		Todo			Todo	Todo
Public Beta 🗸							
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		I want to <b>live-chat</b> with someone to get answers to my questions.		l'd like a <b>full text</b> natural language search	I'd like to see frequently bought together items	I'd like to have my <b>basket items saved,</b> even after I close my browser.	L3
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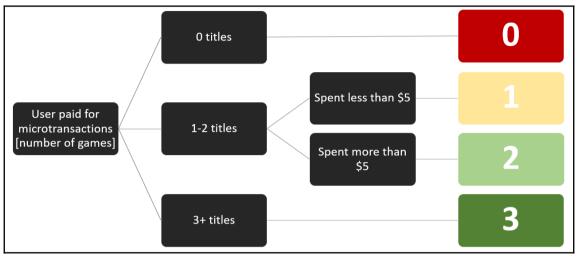
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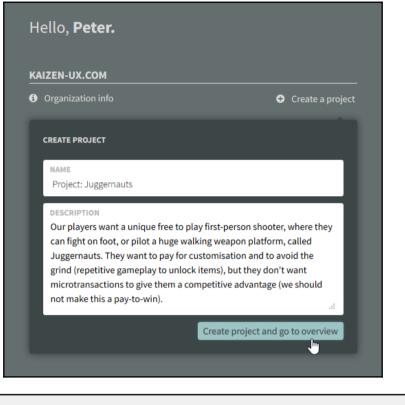
## Chapter 3: Journey Map -Understand Your Users



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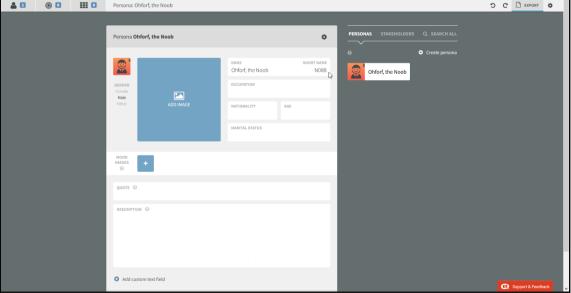
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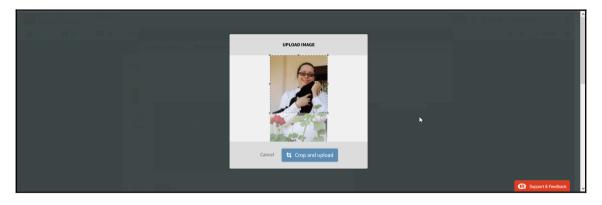


PROJECT TITLE Project: Juggernauts				USERS IN THIS PROJECT @	
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PROJECT TITLE Project: Juggernauts PROJECT DESCRIPTION Our players want a unique free to play first-p weapon platform, called Juggernauts. They to to unlock items), but they don't want microti this a pay-to-win).	Create person New persona NAME Ohforf, the N		Create persona ↓ © Changes saved	N THIS PROJECT      er W. Stabo     are assigned now.     re if you would like to in	vite more.
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### OUOTE 🚱 So, this means no artillery. I thought 'no art' means no paintings or statues. DESCRIPTION @ DESCRIPTION @ B 🗏 T! 🖌 Key goals and behaviours heading > Jumpstart: Wants to have fun from the first minute; wants to pilot a Juggernaut in his first game. Achievements: Wants to have a sense of achievement even in the first few games. Interactions: Wants to interact with other players, learn from them and play together with them. • Understandability: He gets frustrated if he doesn't understand the basics of the game in half an hour. Learning: Happy to learn the game. Loves easy to learn, hard to master games. We must Make a game which runs on his low-end machine. Give a positive score to him at the end of the game. Hint at the possible customizability We must never Overwhelm him with choices. Annoy him with advertising microtransactions before he learns the game. Create a steep learning curve.

BEHAVIOUR LIKELIHOOD

Microtransactions: Unlikely [1]

Current hardware: Unlikely [1]

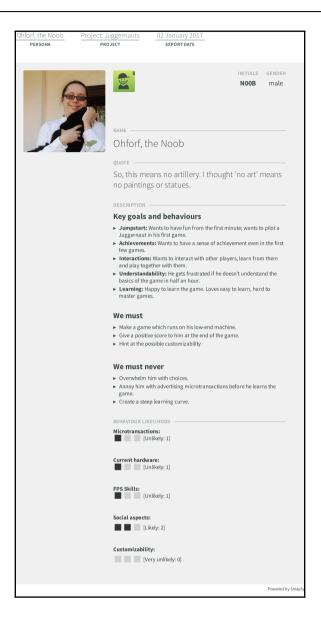
FPS Skills: Unlikely [1]

Social aspects: Likely [2]

Customizability: Very Unlikely [0]

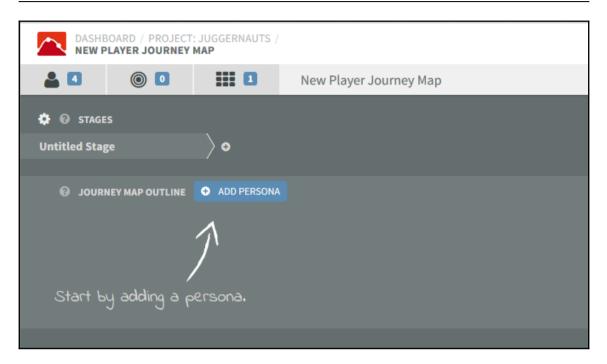
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BEHAVIOUR LIKELIHOOD Microtransactions: □ □ [Unlikely: 1]	
Current hardware:	
FPS Skills:	
Social aspects:	
Customizability:	۵



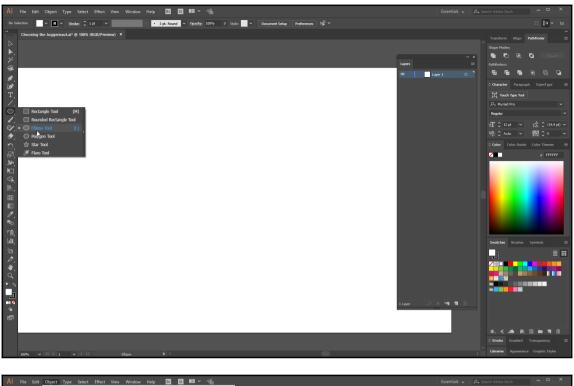
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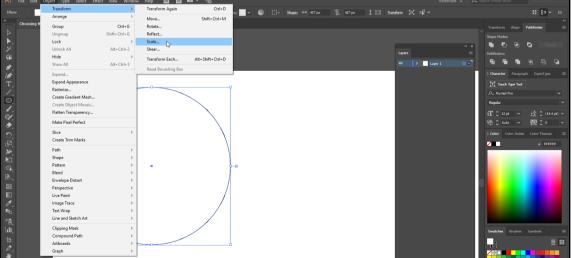
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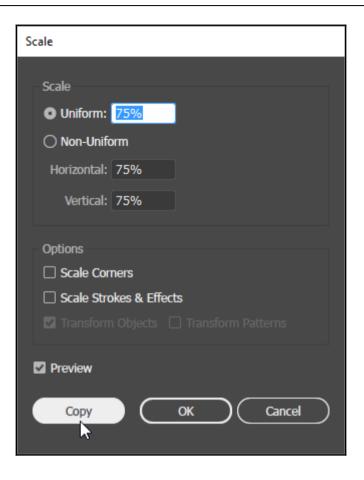
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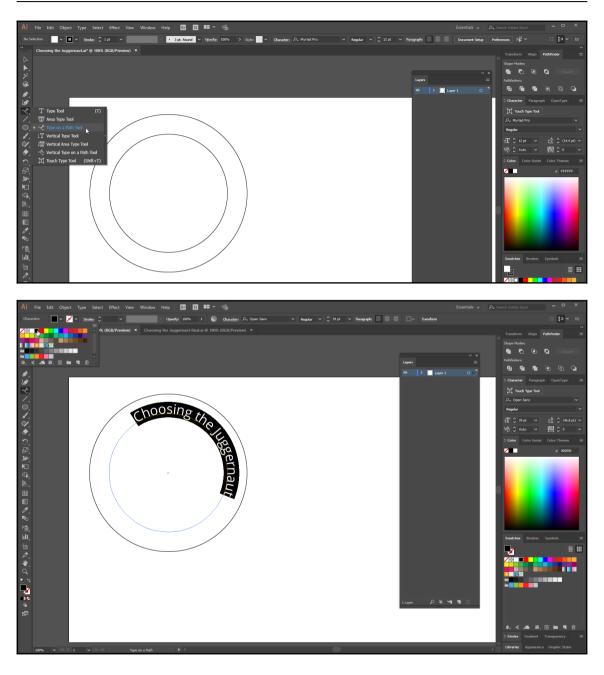
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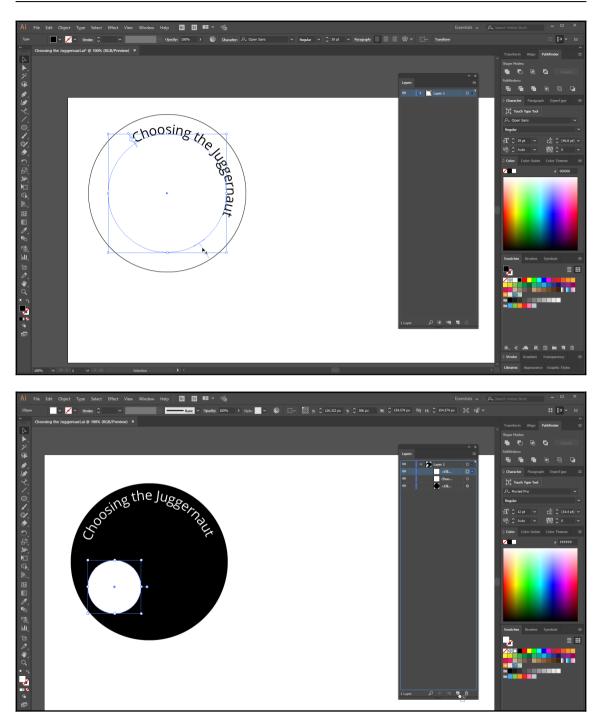


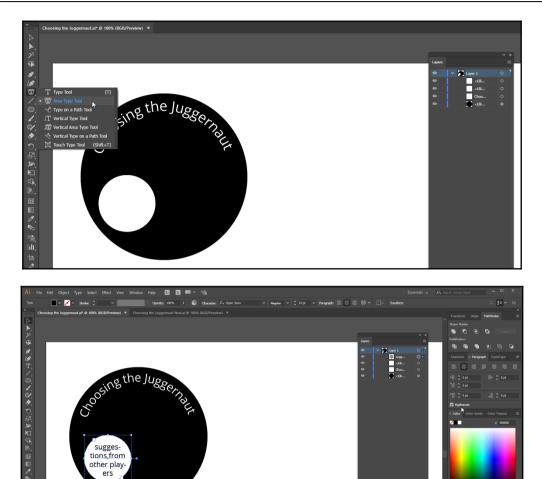


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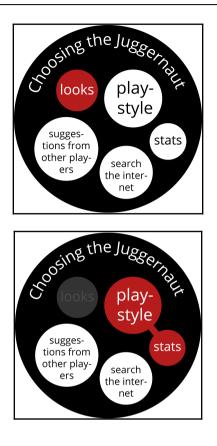


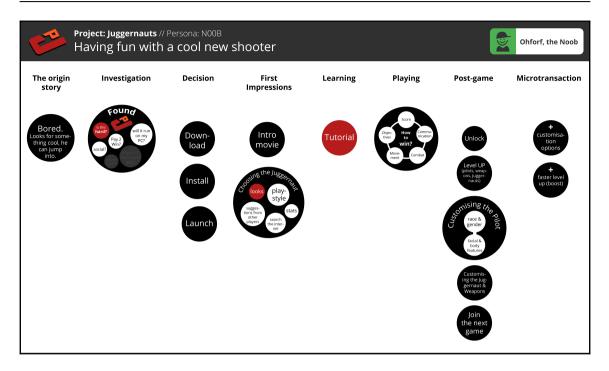


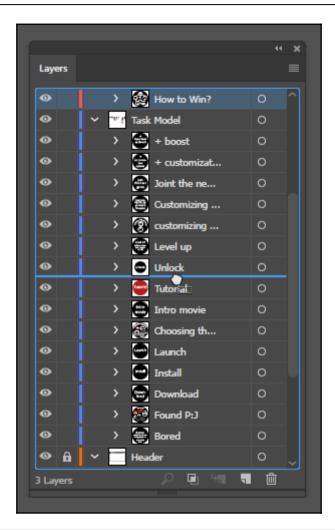




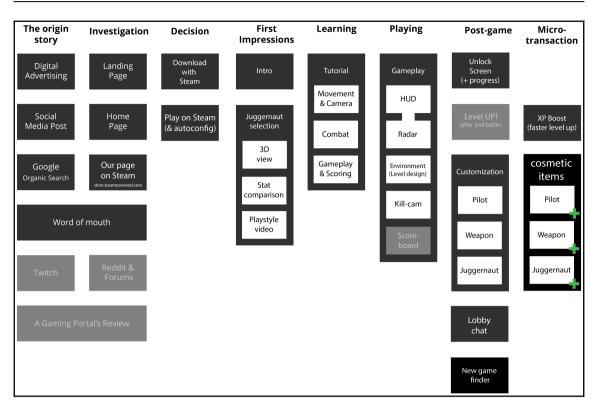
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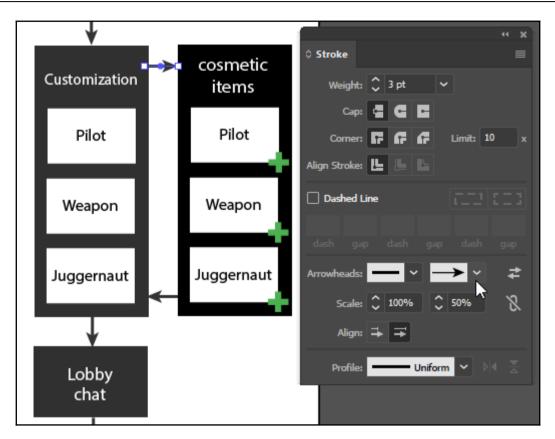


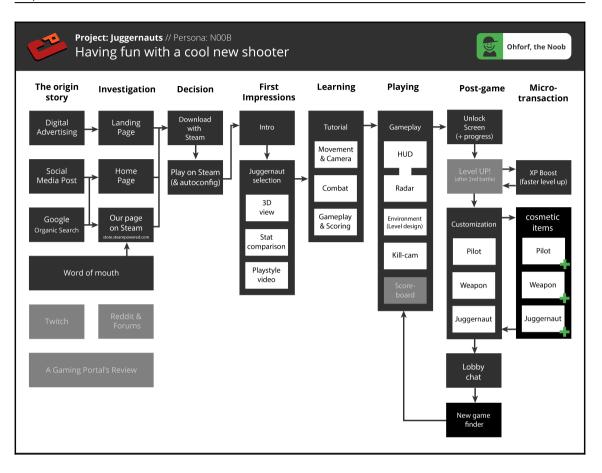




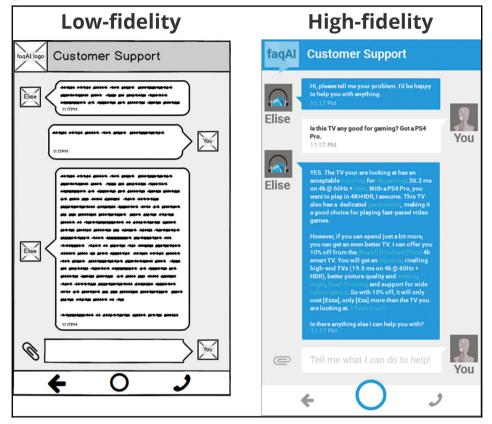








## **Chapter 4: Wireflows - Plan Your Product**



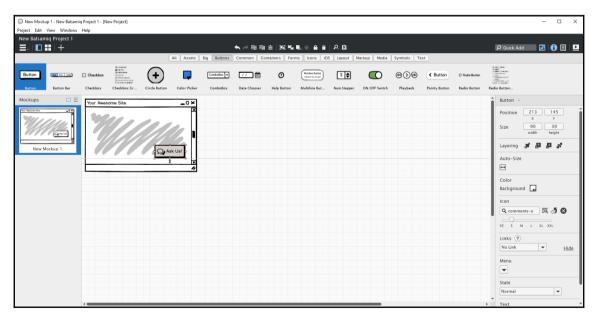
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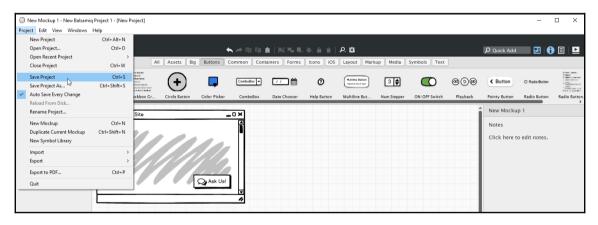
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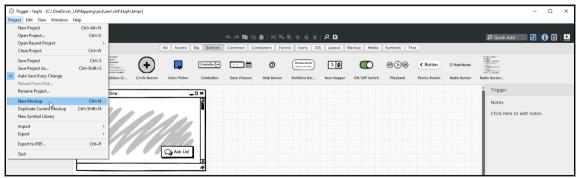
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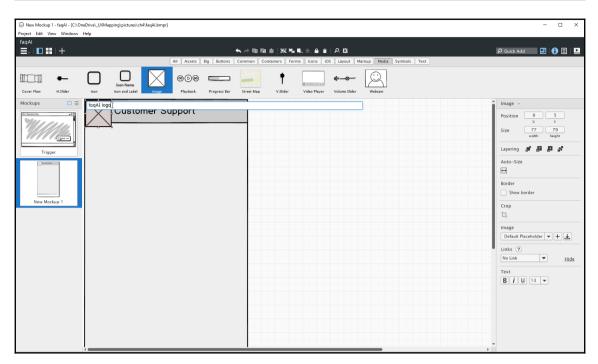


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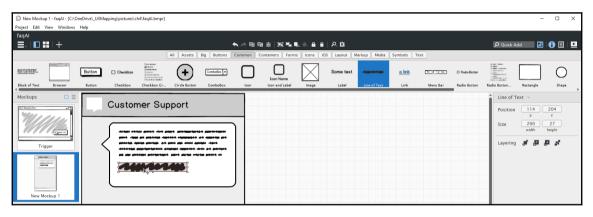
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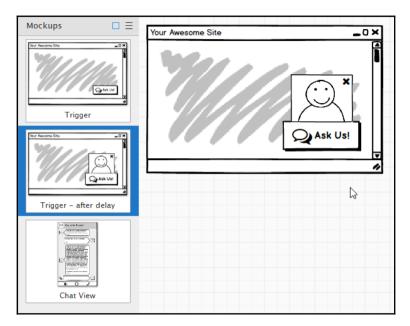


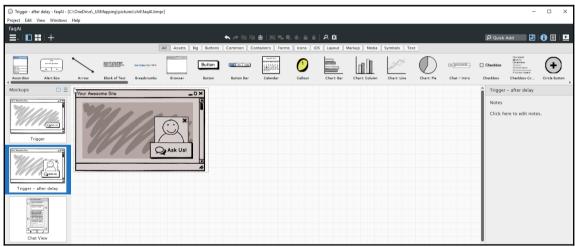
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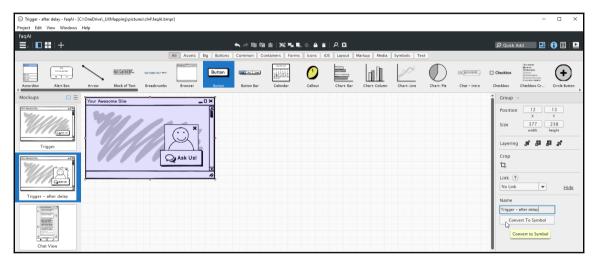
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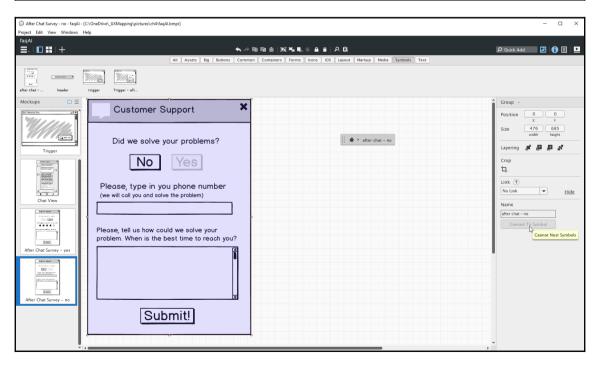
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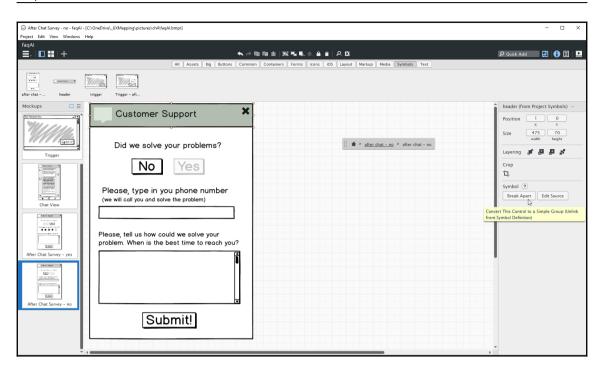


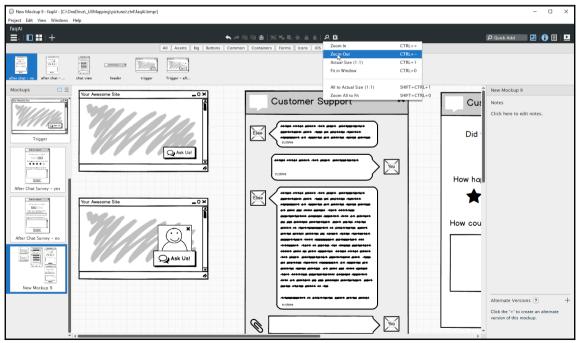
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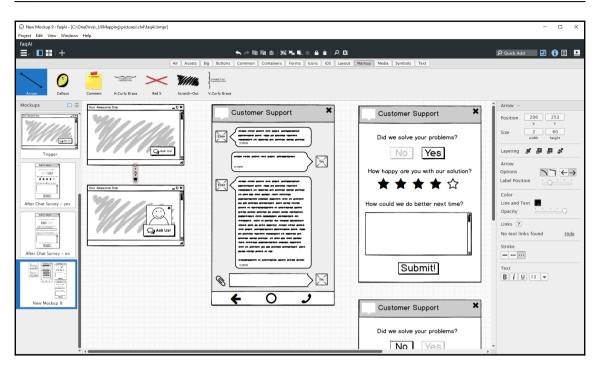
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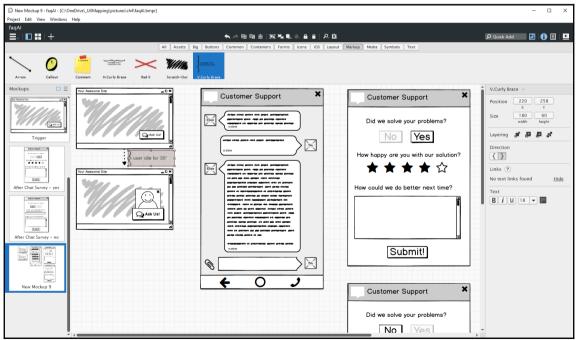




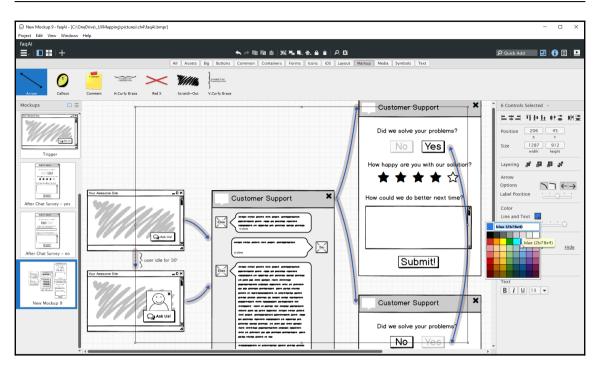


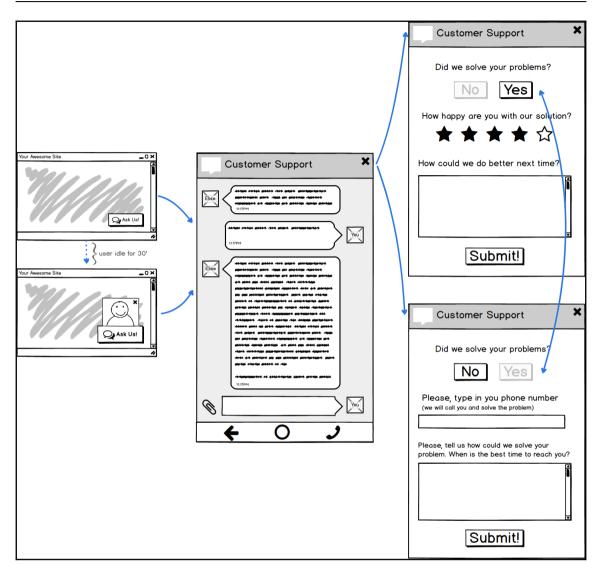
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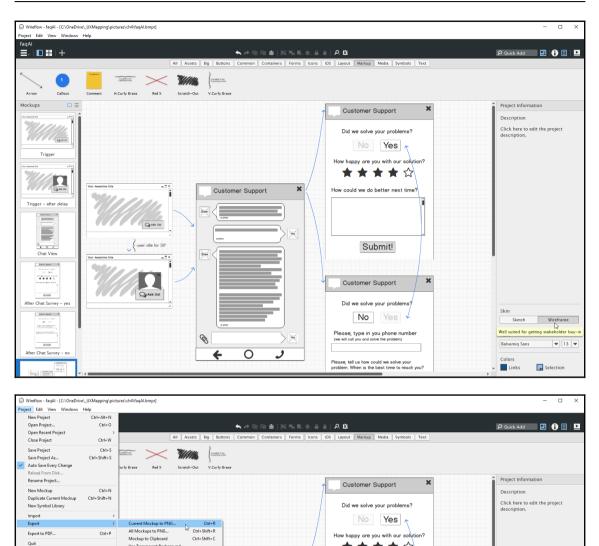




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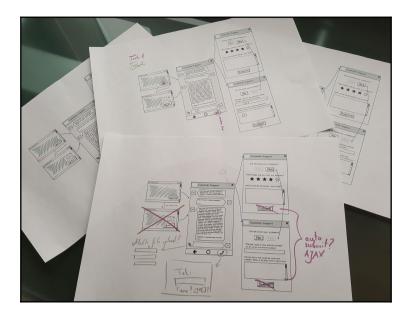
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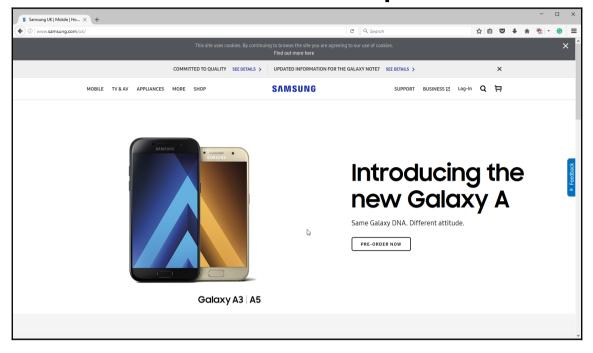
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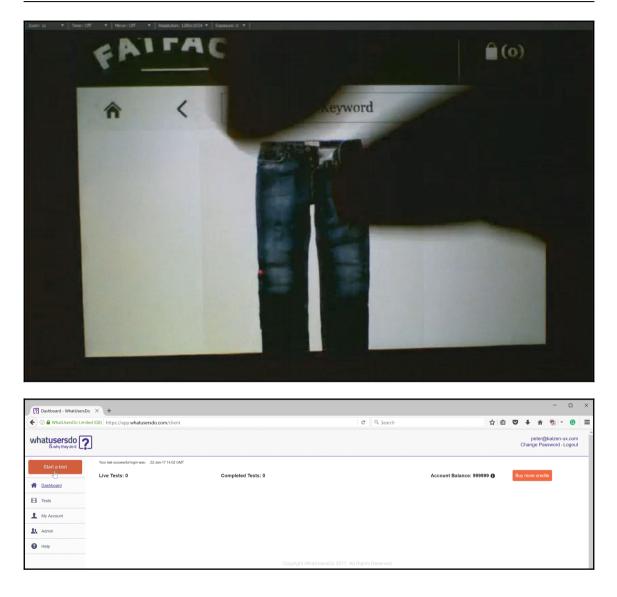
How could we do better next time?



## Chapter 5: Remote and Lab Tests for Map Creation







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di mana anna	2. Verbal response Which website would you visit first, if you wanted to buy a new smartp	none? You can briefly show us that website. Why do you like i	?		0			
	3. Link to visit http://www.samsung.com/uk/			Open Lini	€ © ⊕			
	4. Verbal response What are your first impressions when you look at this page? Please co	mment on the layout and the design.			0			
	5. Task Explore Samsung's website, and find a smartphone you would conside	r buying.			•			
	6. Tesk Gather as much information about the phone, as you would normally r	eed before buying a smartphone.			⊕ •			
	7. Task Now proceed to buy the phone, but please stop before entering your m	ame, address, credit card details or any other personal inform	ation.]		© ⊕			

g		Verbal response If you had a magic wand how would you improve Samsung's website?		8
			G	<b></b>
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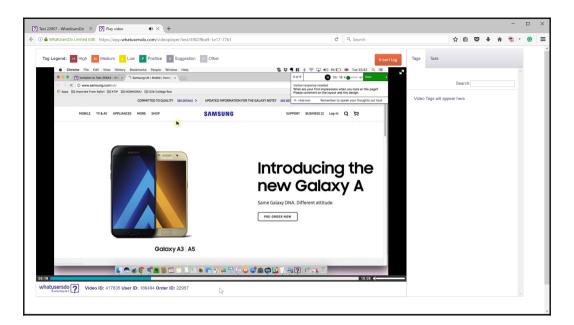
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	6.	Task									
		Gather as	much information about the pho	one, as you would norma	lly need before buying a smartphone.						
	7.	Task									
		Now proce	eed to buy the phone, but please	e stop before entering yo	ur name, address, credit card details or any oth	ner personal information.					
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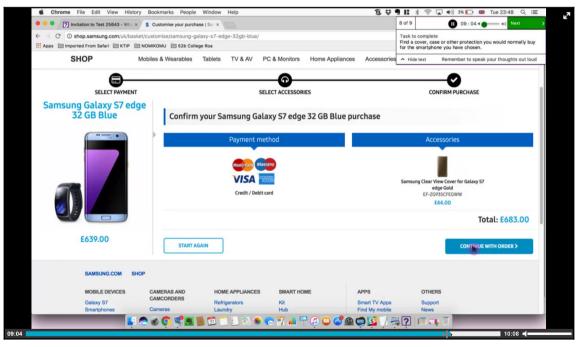
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	5.	Task	Info		
		Explore Samsung's website, and find a smartphone you would const	Your order has been launched		
	6.	Task Gather as much information about the phone, as you would normally		ок	

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Admin     Help			Tasks			View test		

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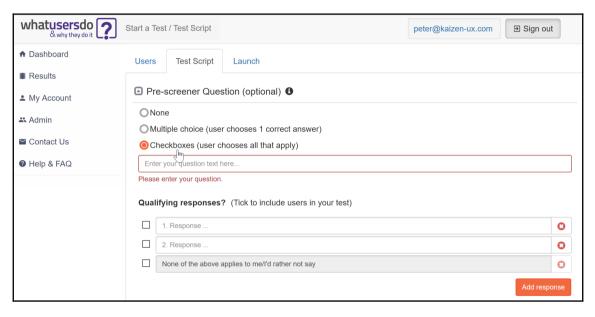
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# Chapter 6: Solution Mapping Based on User Insights

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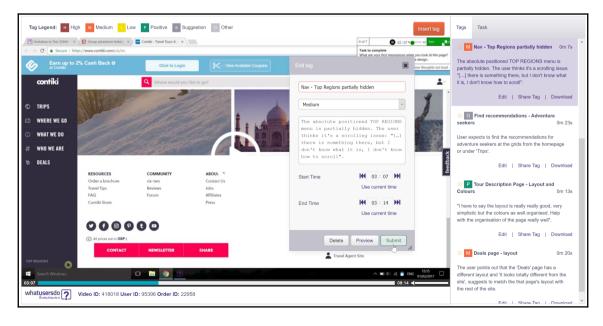


Advanced Profile Question: How would you describe your holiday planning? What's important for you, when searching for a travel destination?							
Show 10 v entries Search:							
\$	Answer	\$	Qualify Answer	\$	No of Answers		
I'm budget conscious, I u when traveling.	isually look for the best deal	No				7	
I'm an adventure seeker wherever I go.	s, looking for the adventure	Yes				7	
I'm a foodie, looking for pleasures.	great food and culinary	No				2	
l just want to take great Facebook or other socia	photos to post on Instagram, I network.	No				0	
I'm inexperienced. I have before.	en't travelled outside of UK	No				0	
None of the above applie	es to me/I'd rather not say	No				0	

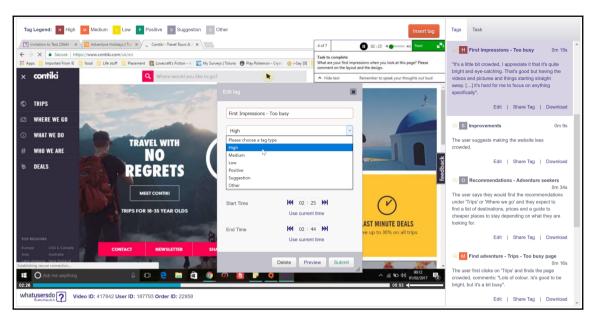
Metrics	Videos	Analysis	Notes	User Profiling	Test Script	Project	
User Instructior	IS						
1. Set a Scenario							
Imagine, that you	want to go to a	n adventure abroad	1.				
2. Task							
Find an adventure	using any trav	el site. You can use	e your favourite tr	avel site, or start from (	Google. Whichever is	more natural for you.	
3. Link to visit							
https://www.contik	i.com/uk						
4. Task							
What are your firs	impressions v	/hen you look at thi	s page? Please c	comment on the layout	and the design.		
5. Verbal response							
Where do you thin	k recommenda	tions for adventure	seekers should l	be on this site? What d	o you expect to find th	here?	
6. Task							
Find another adve	nture, now usir	ng Contiki's website	).				
7. Verbal response							
lf you had a magic	wand how wo	uld you improve Co	ontiki's website?				

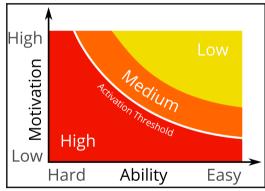
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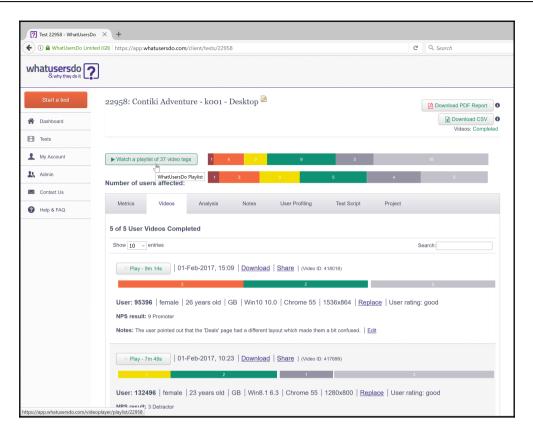
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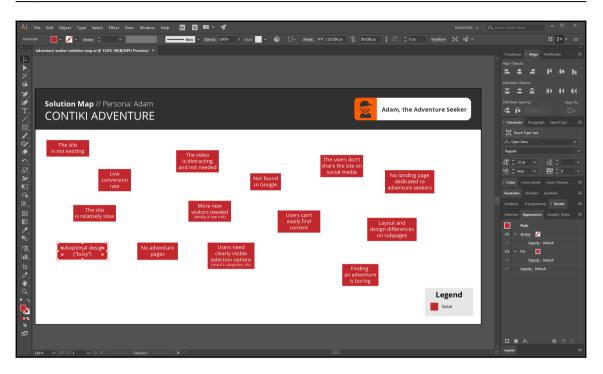


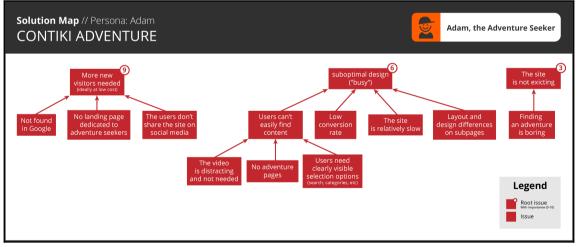
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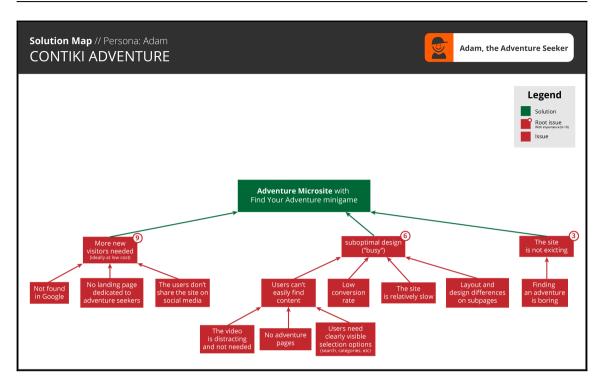


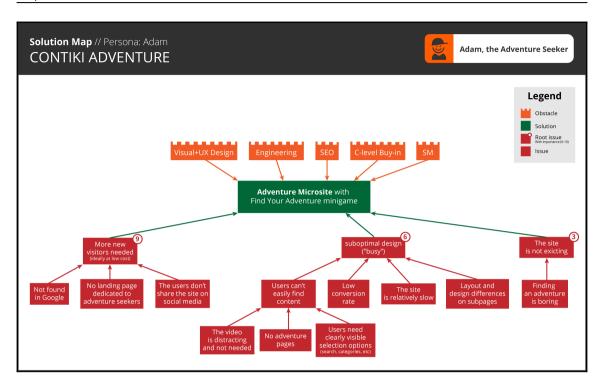


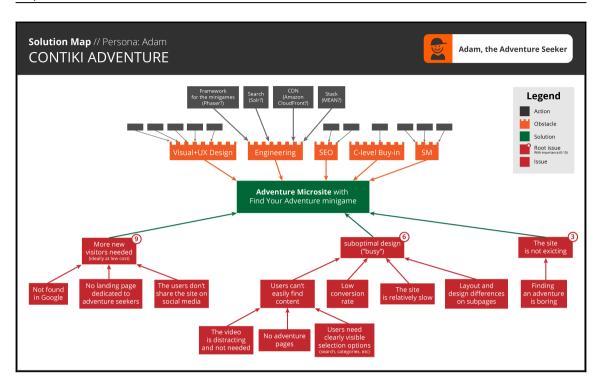


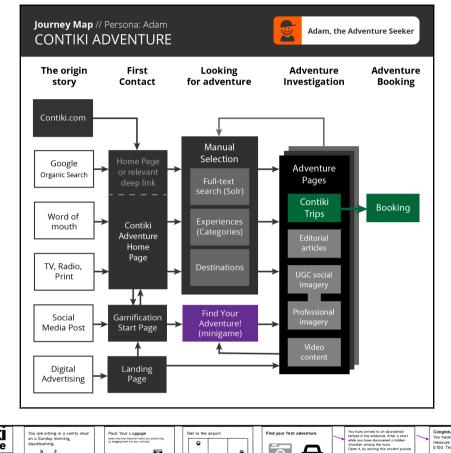


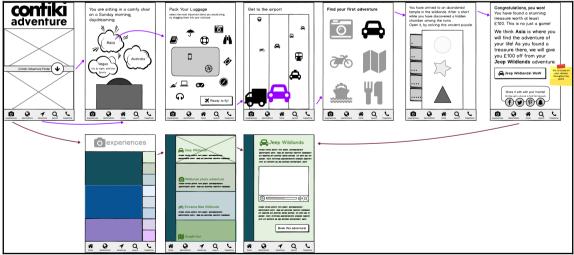






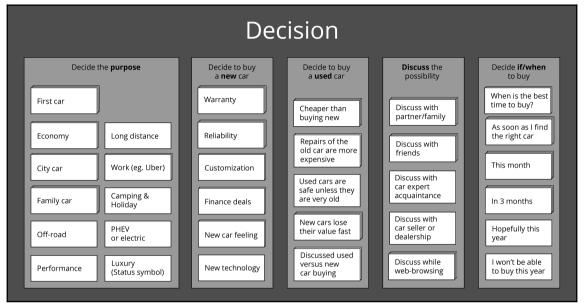






[82]

# Chapter 7: Mental Model Map -A Diagram of the Perceived Reality

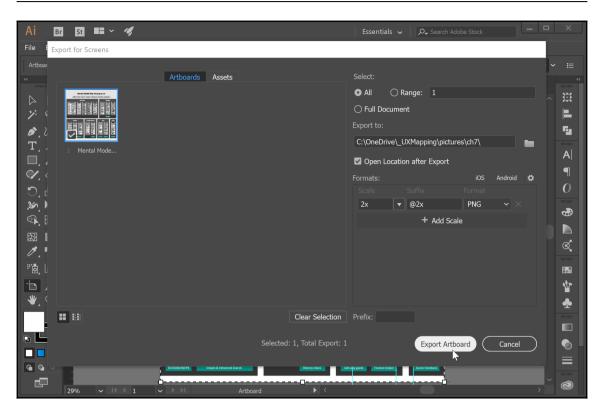


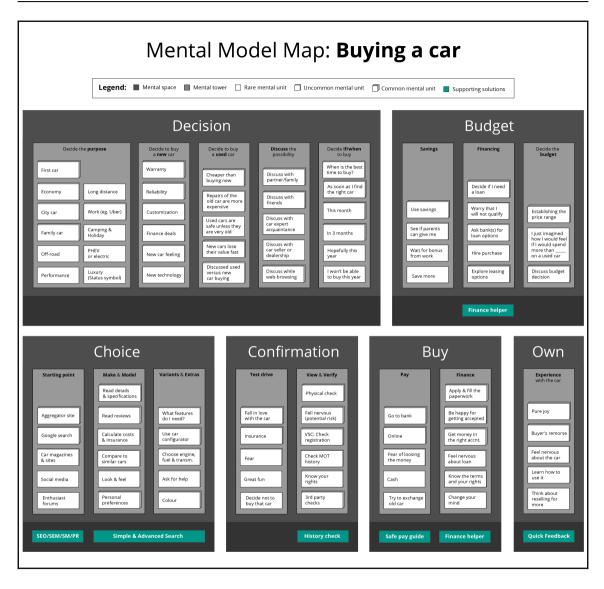
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City car Work (a Family car Campin Holiday	Customization	Used cars are safe unless they are very old	Discuss with Gir expert acquaintance	in 3 months	See If parents can give me	Ask banks for loan options	Ljust imagined how involid feel	Car magazines & store	& insurance Compare to Similar cars	Configurator Choose engine, fluel & therses	Fear	registration Check MOT history	Pear of loosing the maney	the right accre. Feel reevous about loan	Ped nervous about the car
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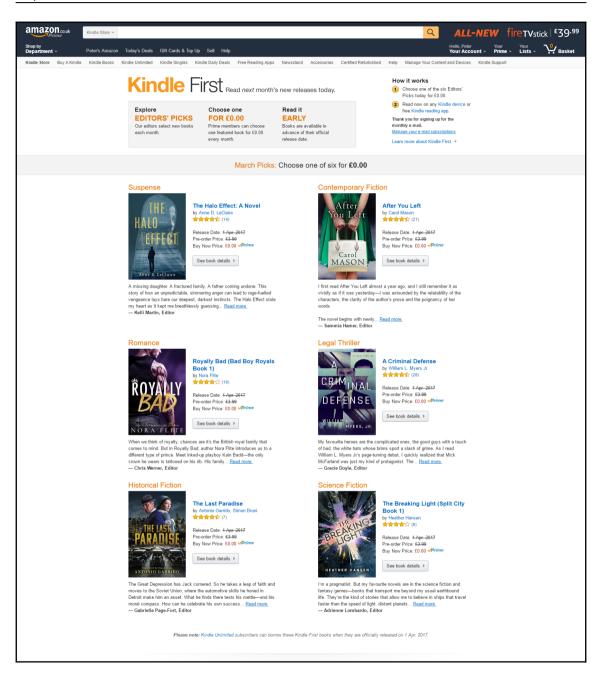
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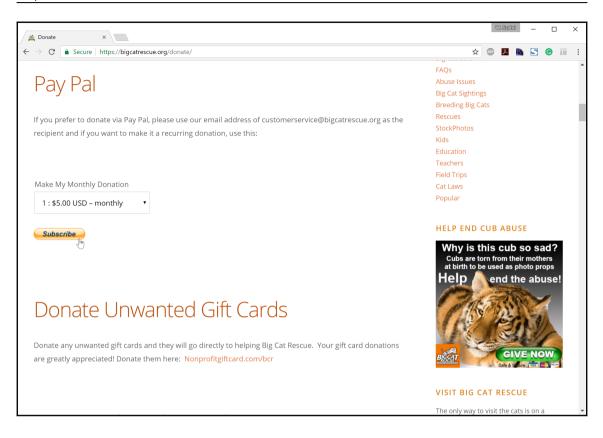
# Chapter 8: Behavioral Change Map -The Action Plan of Persuasion

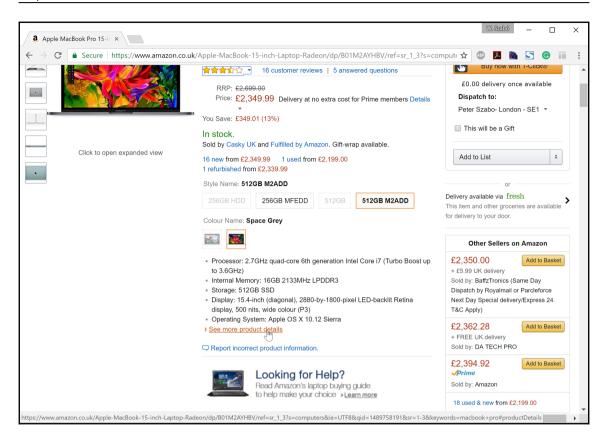


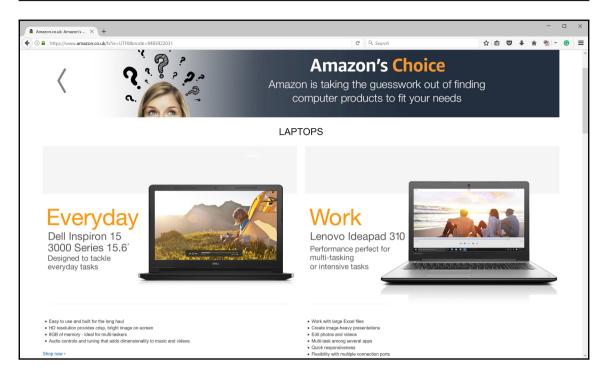


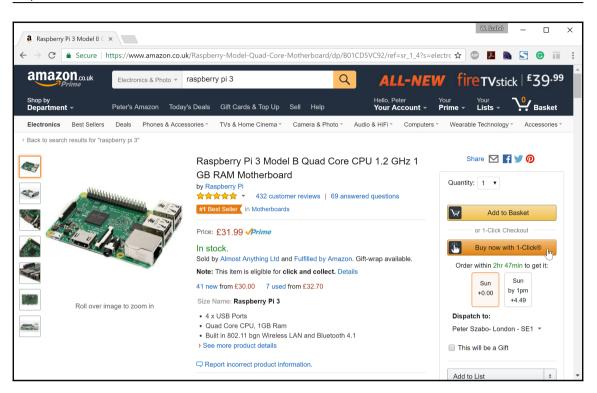






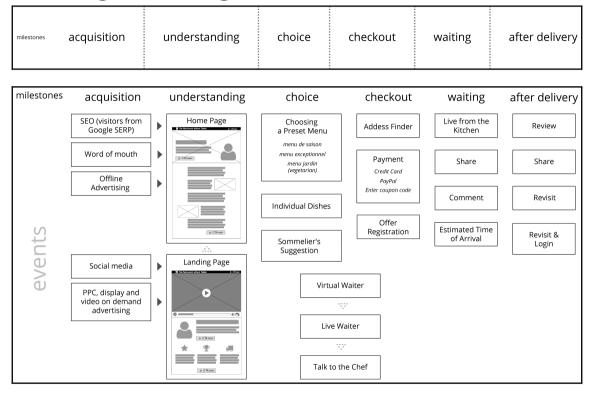


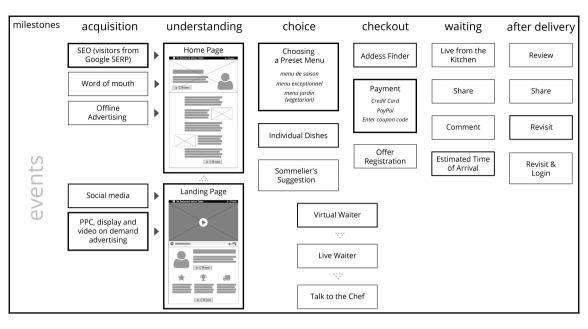


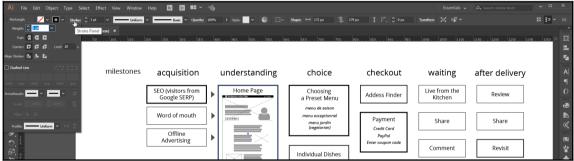


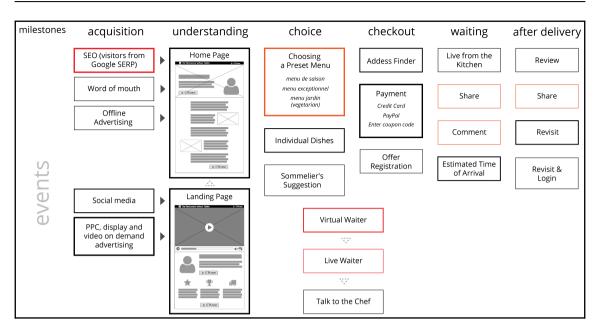
Limitation Limited number of items left Limited time Current discounts Get it by Well timed trigger Joy of getting	Elevation   Best sellers   Popular items   in a category   Featured items   (editor's choice)   Promotions Attractive design Saved shopping cart be a form of ontertainment	External Cues	AmazonSmile Subscribe & Save	Reversibility Request cancellation Edit instead of confirmation Wishlist Order summary inc. shipping Order Basket Tracking Basket review Visible promo code field with feedback
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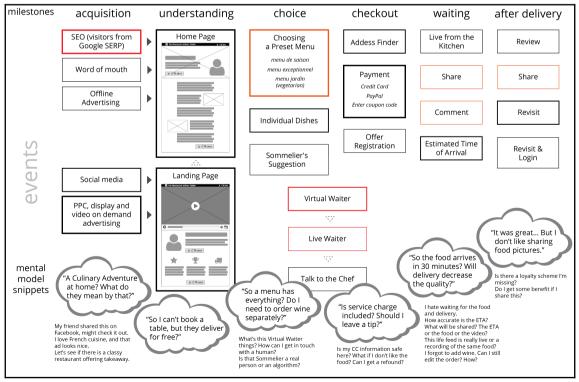
# Chapter 9: The 4D UX Map -Putting It All Together



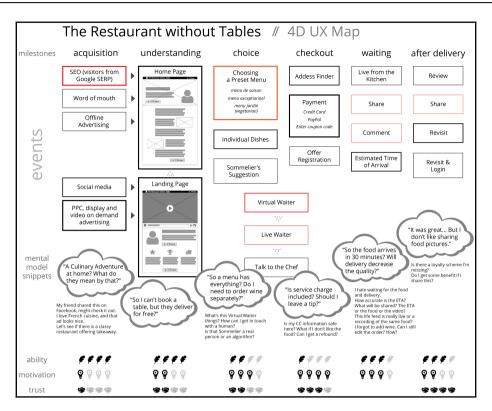


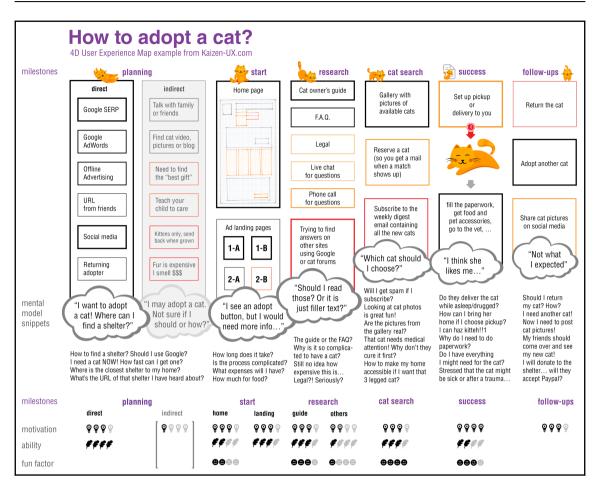




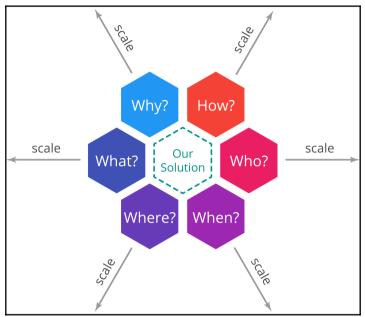


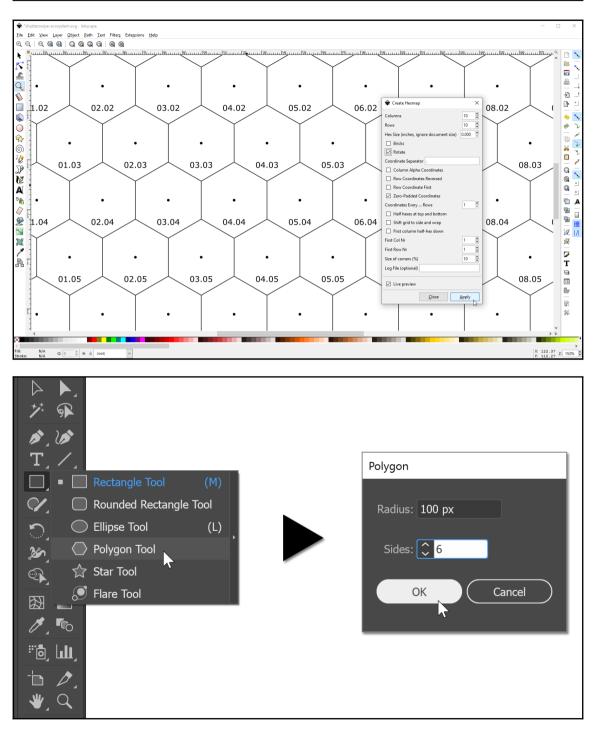
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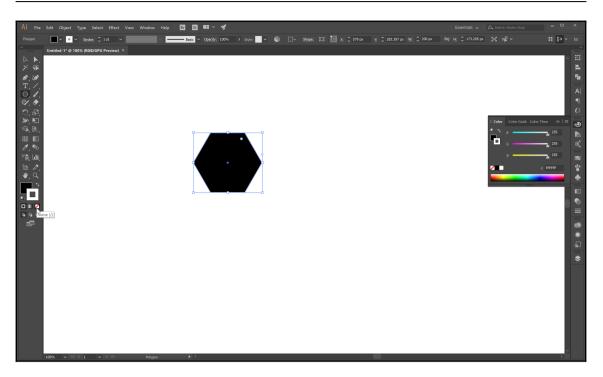


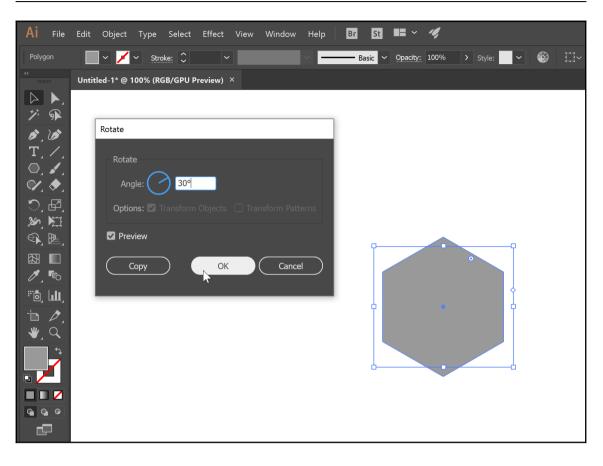


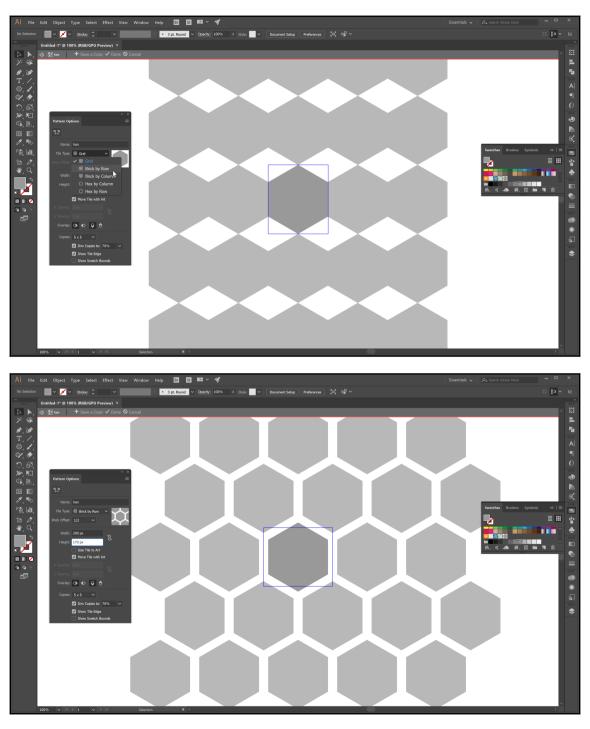
# Chapter 10: Ecosystem Maps -A Holistic Overview

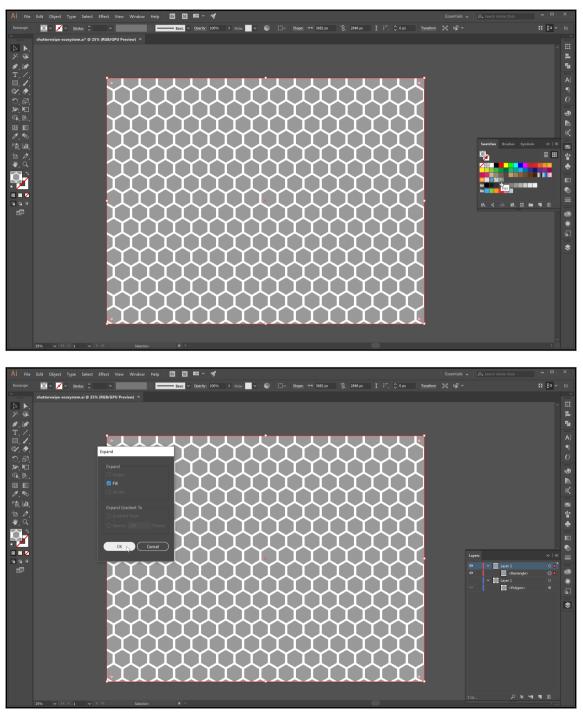


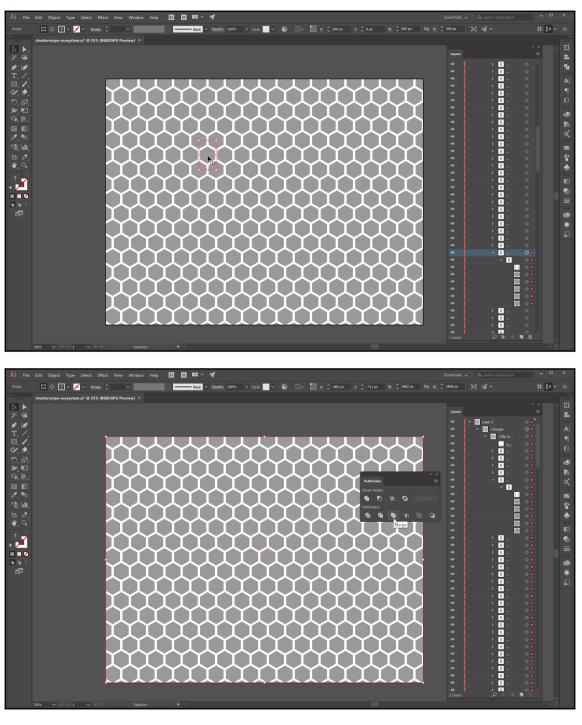




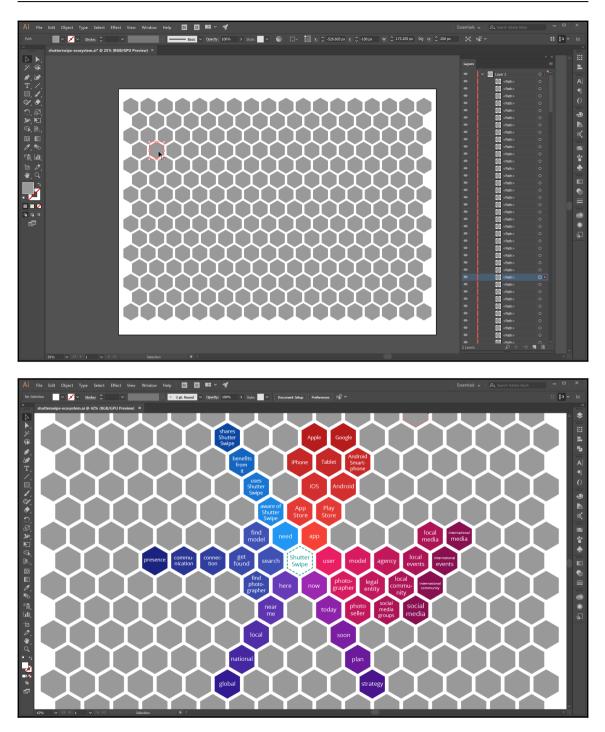


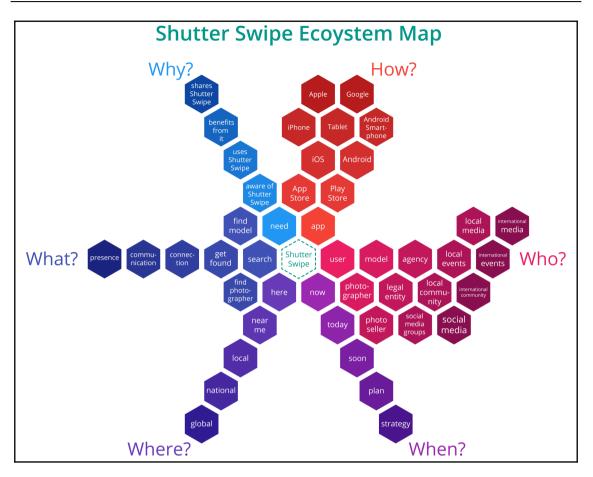


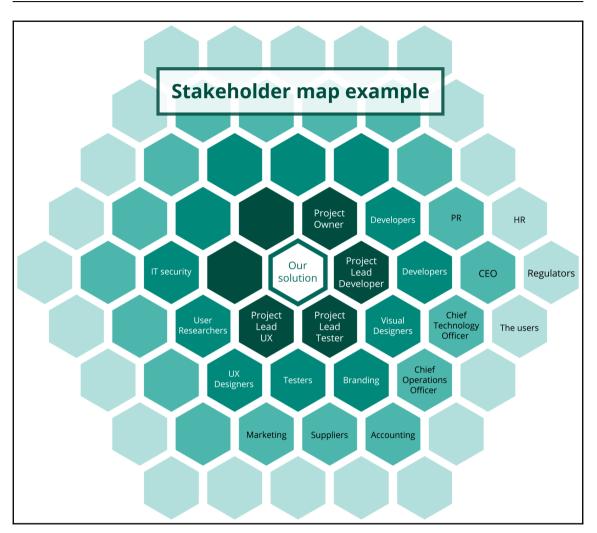




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# Chapter 11: Kaizen Mapping -UX Maps in Agile Product Management

