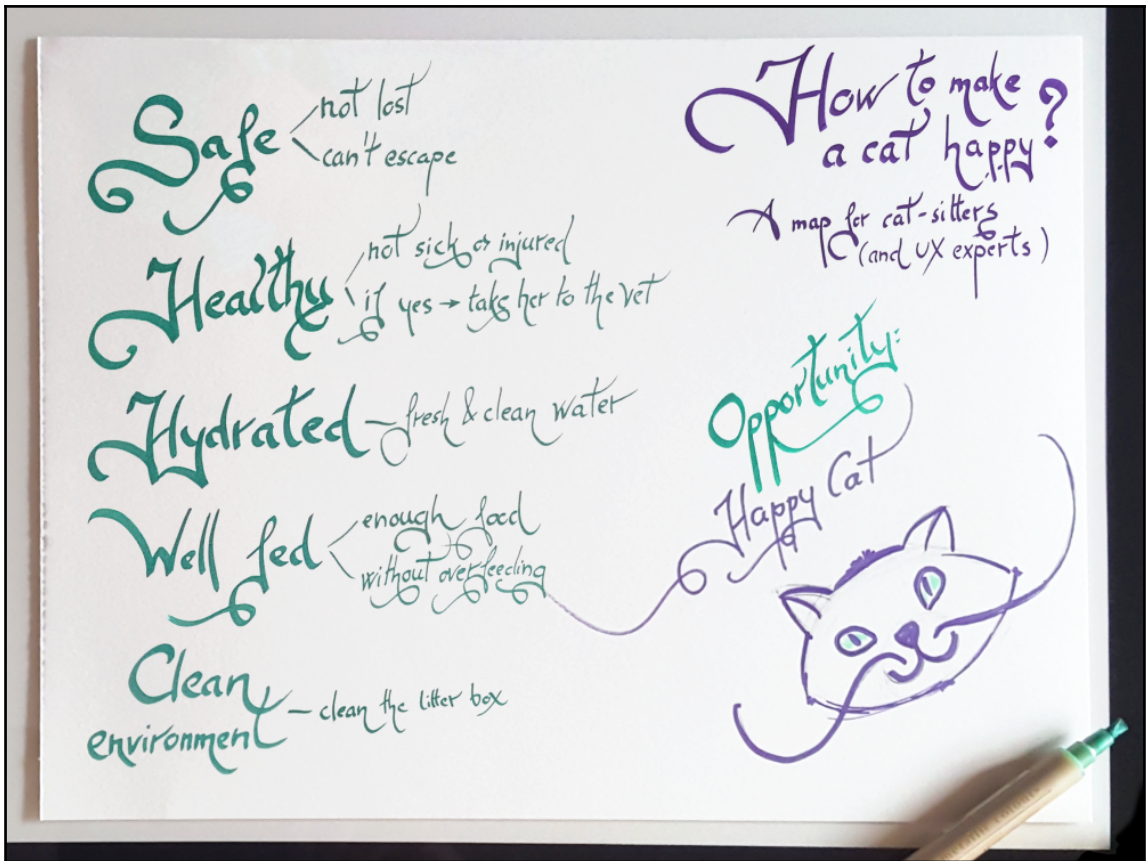
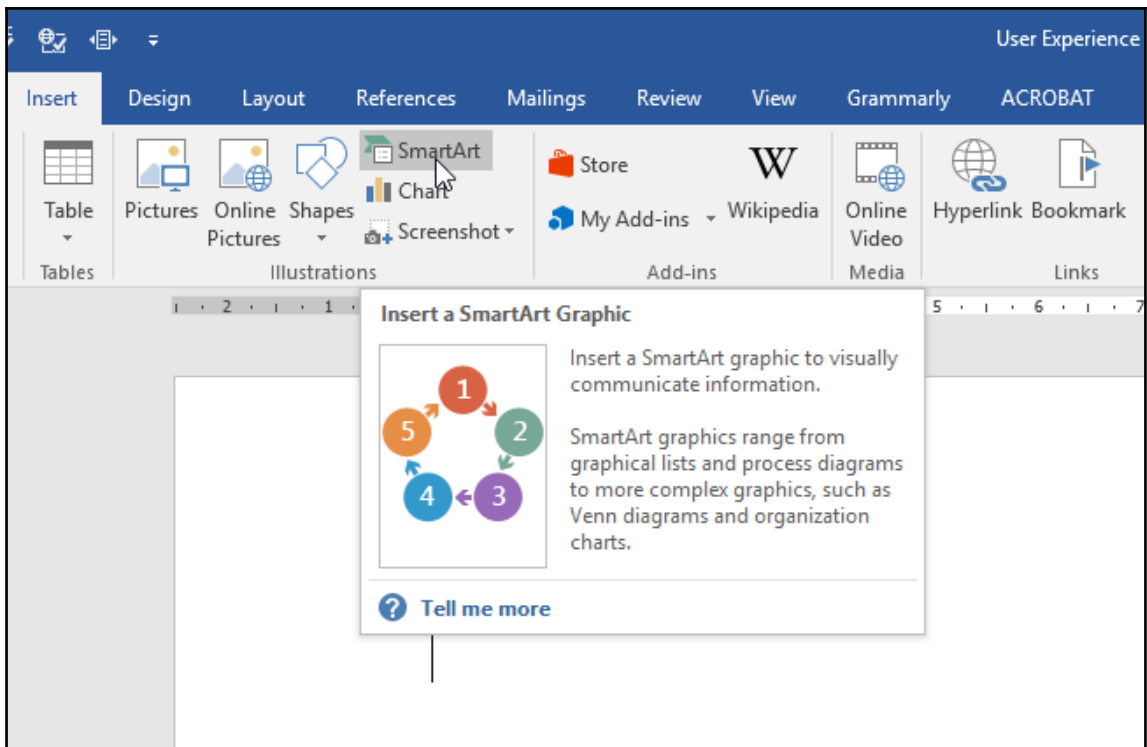


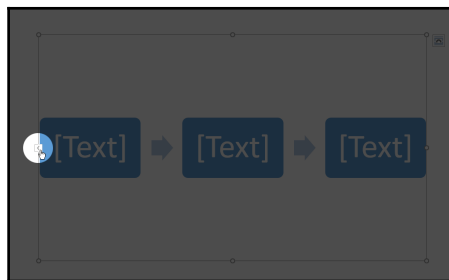
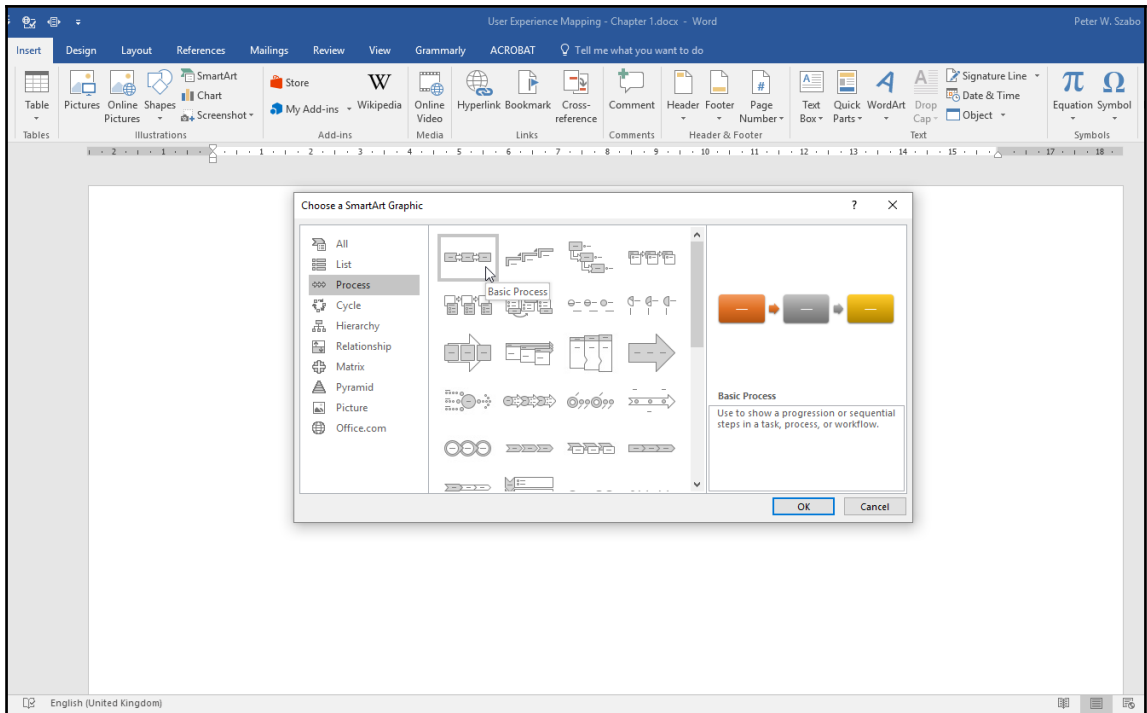
Chapter 1: How Will UX Mapping Change Your (Users') Life?

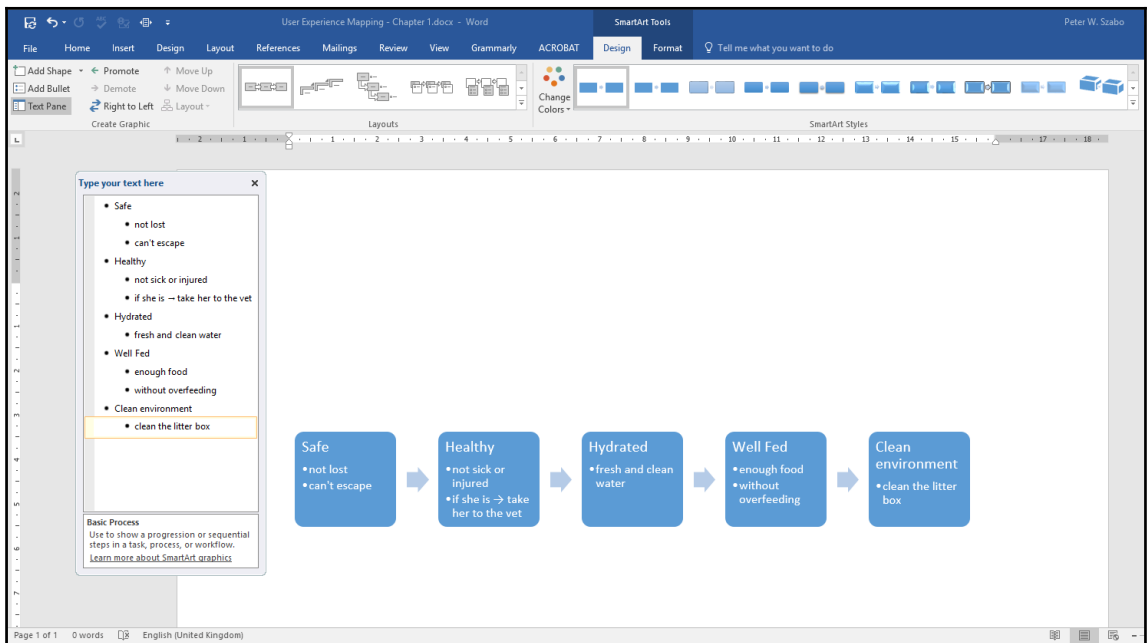
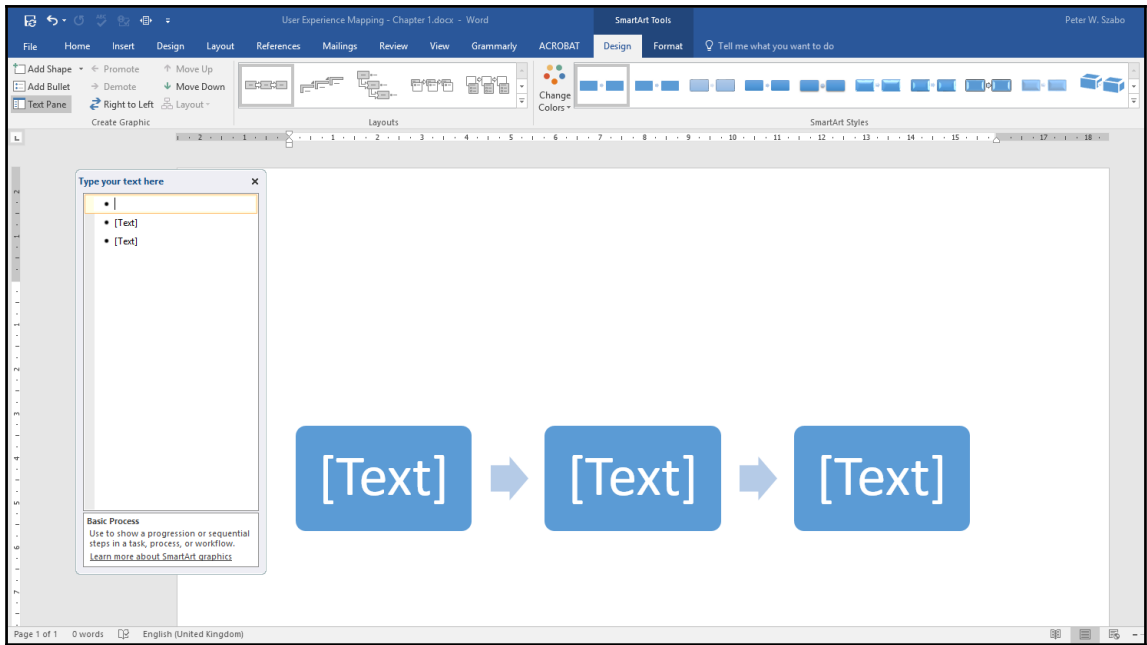


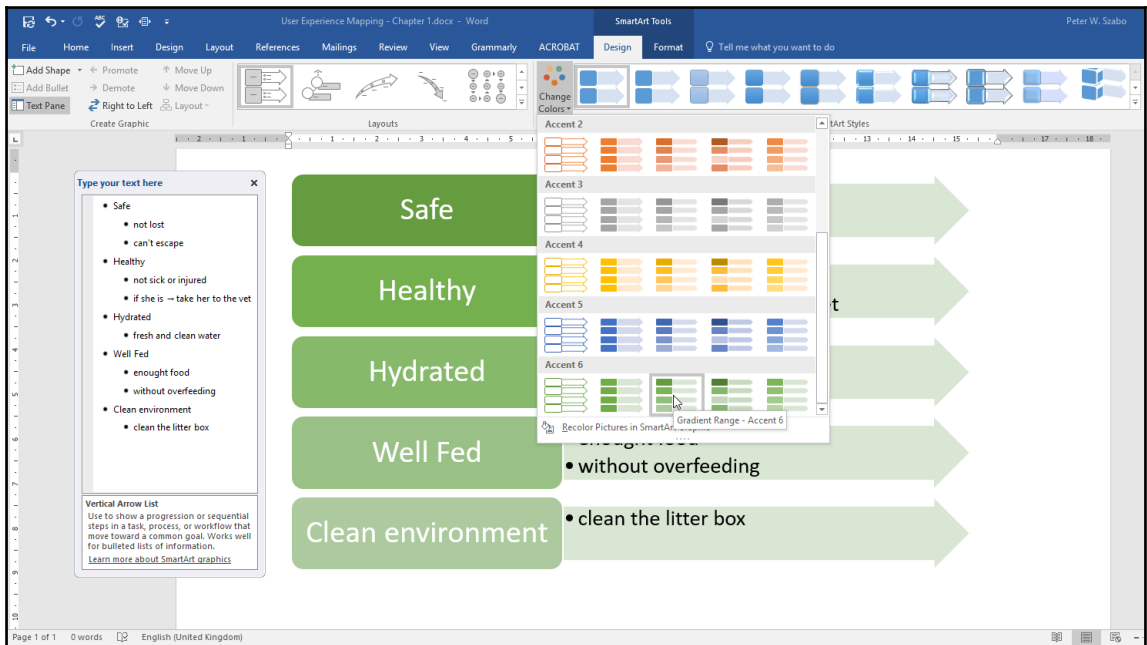
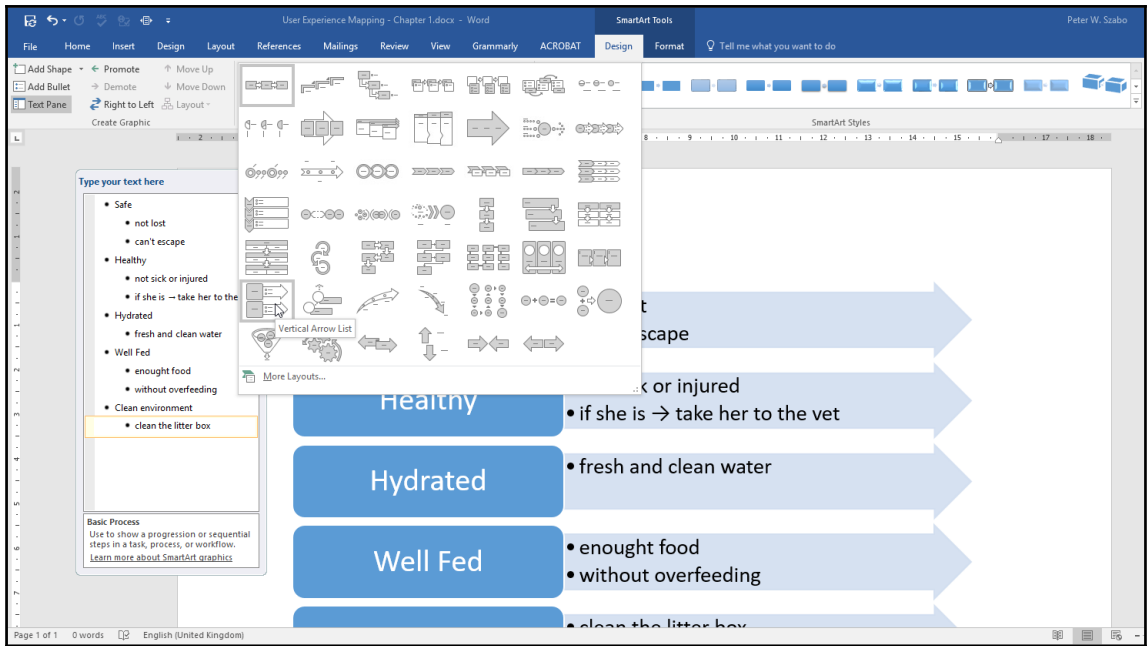


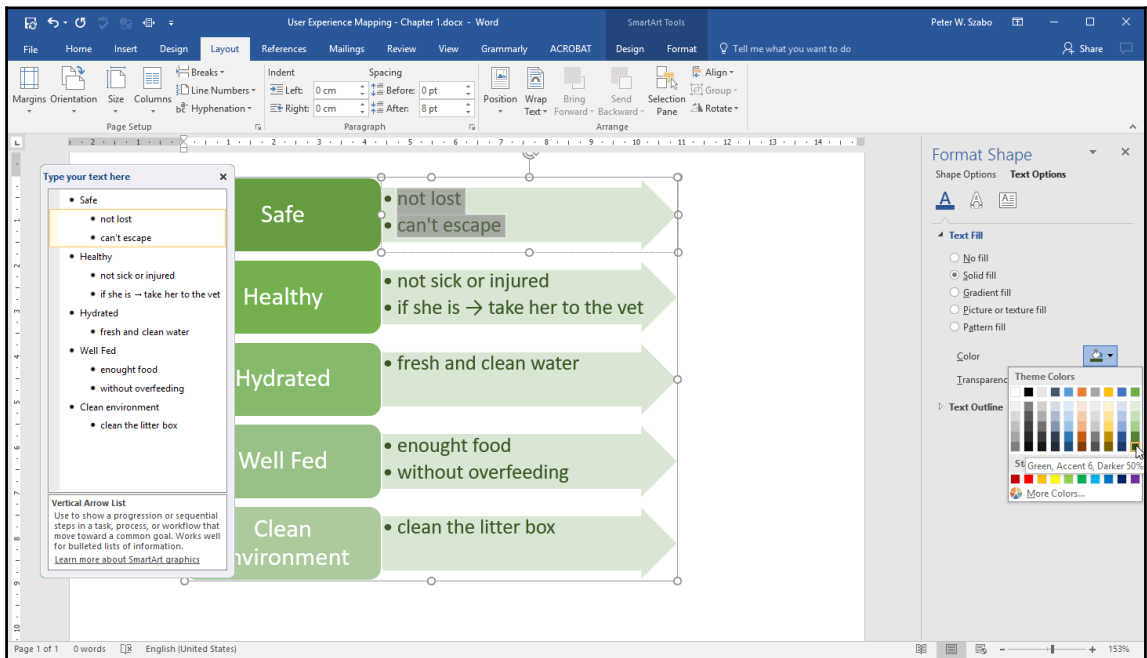
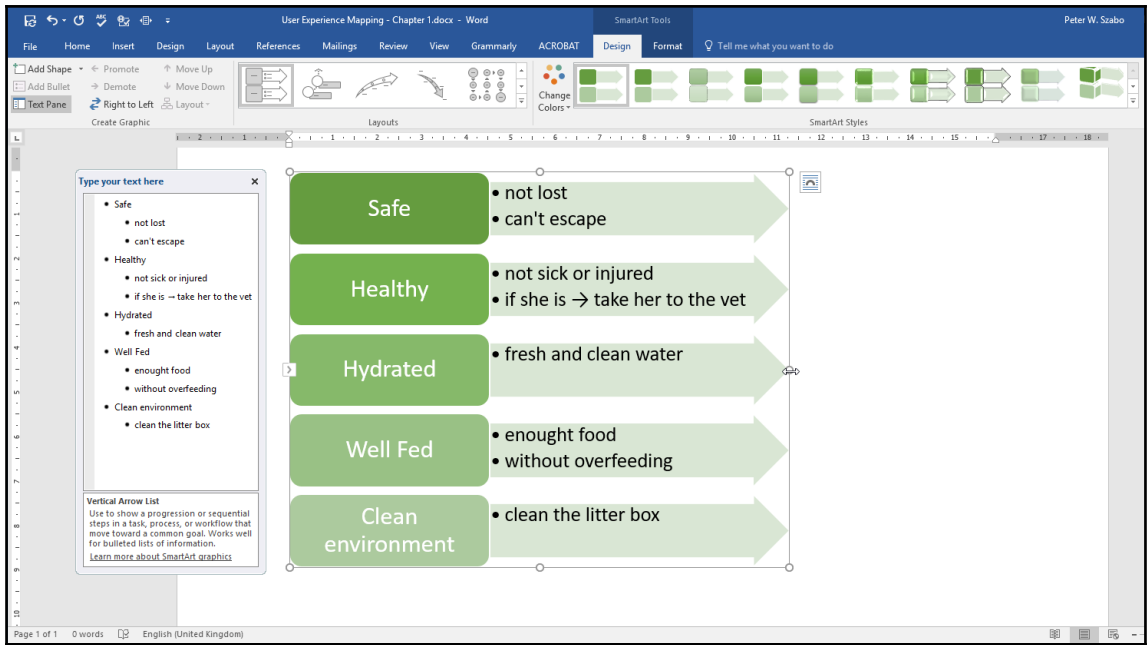








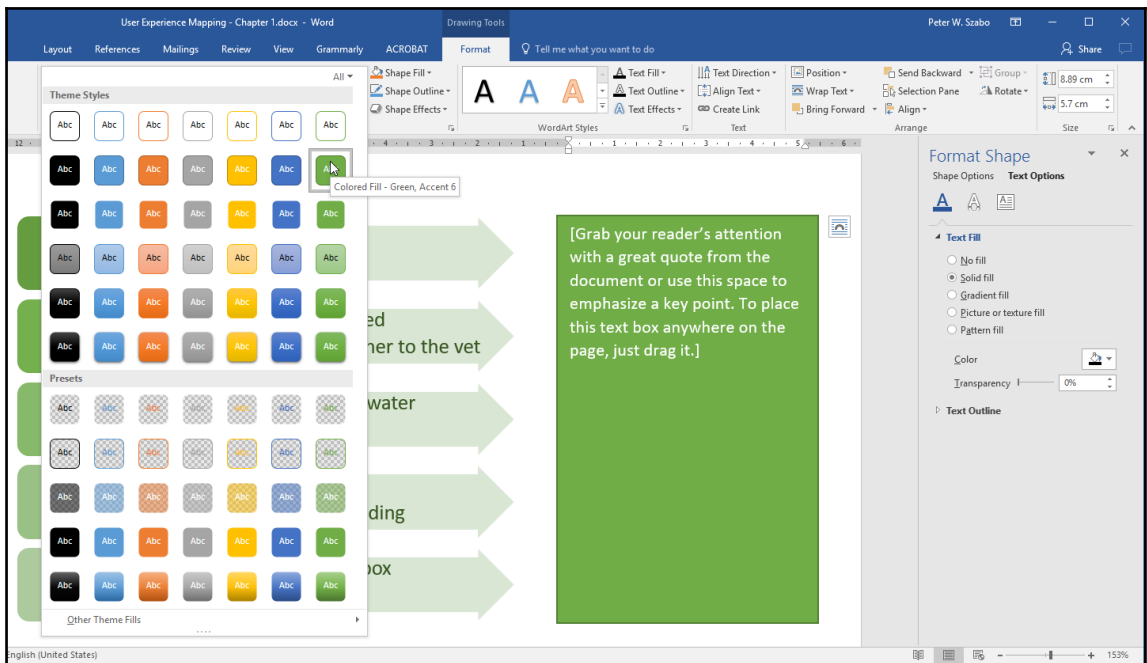
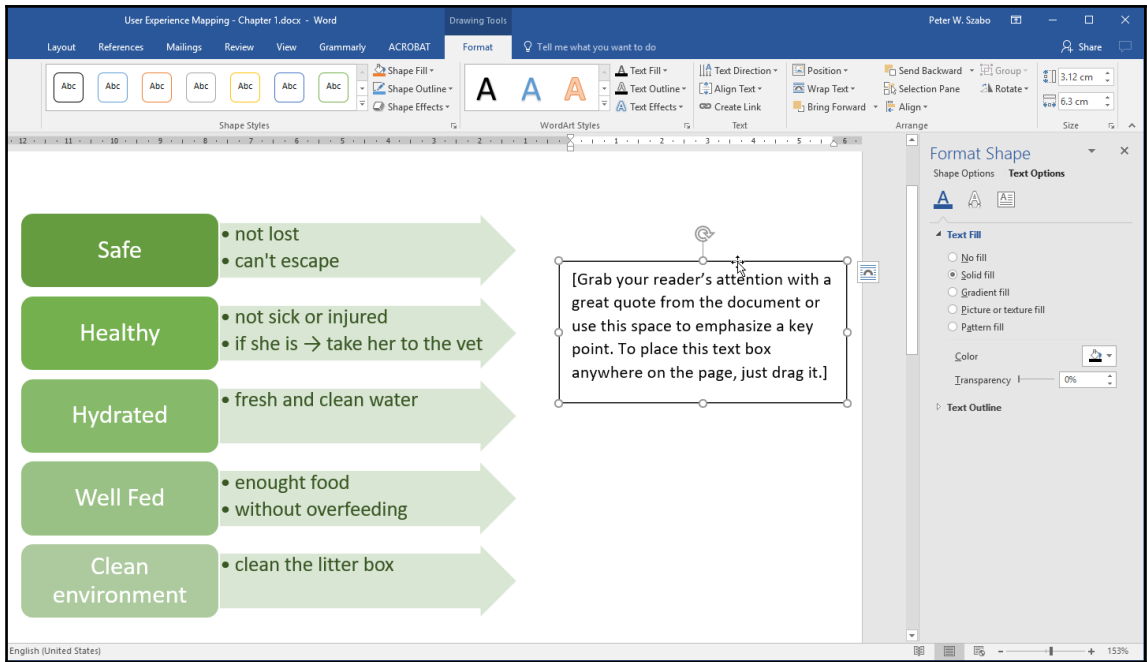


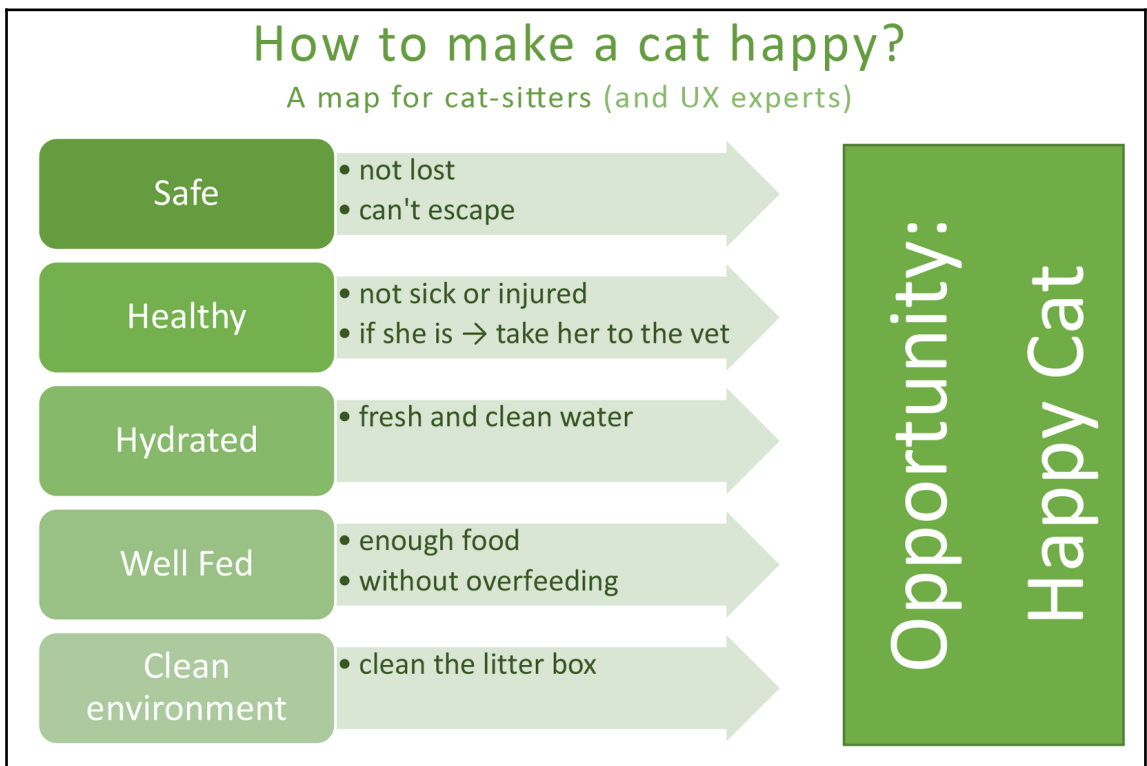
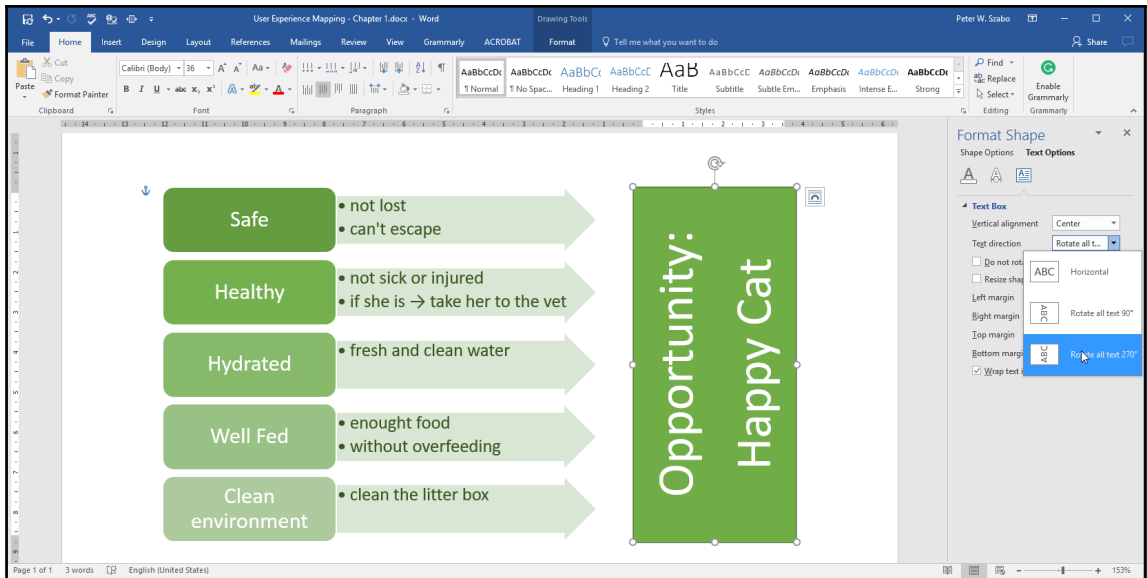


The screenshot shows a Microsoft Word document titled "User Experience Mapping - Chapter 1.docx" by Peter W. Szabo. The ribbon includes tabs for Design, Layout, References, Mailings, Review, View, Grammarly, and ACROBAT. The main content area features a diagram with five green rounded rectangles, each containing a category name and a list of bullet points, with a light green arrow pointing to the right. The categories and their associated points are:

- Safe**
 - not lost
 - can't escape
- Healthy**
 - not sick or injured
 - if she is → take her to the vet
- Hydrated**
 - fresh and clean water
- Well Fed**
 - enough food
 - without overfeeding
- Clean environment**
 - clean the litter box

On the right side, the "Text Box" gallery is open, displaying various built-in text box styles such as Simple Text Box, Austin Quote, Austin Sidebar, Banded Quote, Banded Sidebar, Facet Quote, Facet Sidebar (Left), Facet Sidebar (Right), and Filigree Quote. Below the gallery, there are options to "More Text Boxes from Office.com", "Draw Text Box", and "Save Selection to Text Box Gallery".





Chapter 2: User Story Map - Requirements by Collaboration and Sticky Notes

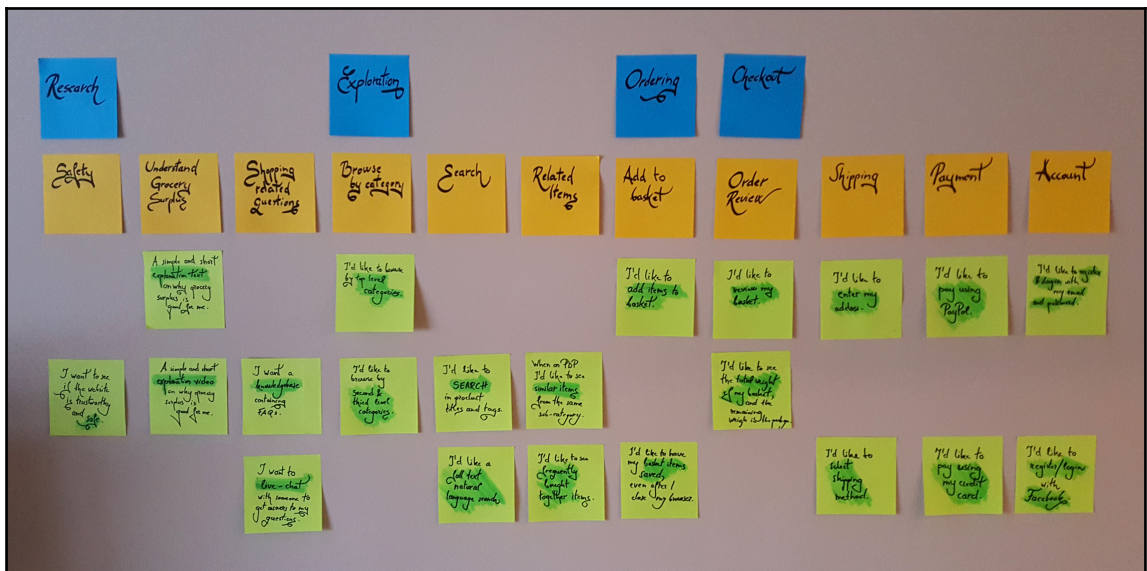
Cím:* A Google csak 69 karaktert jelenít meg a tartalom címéből

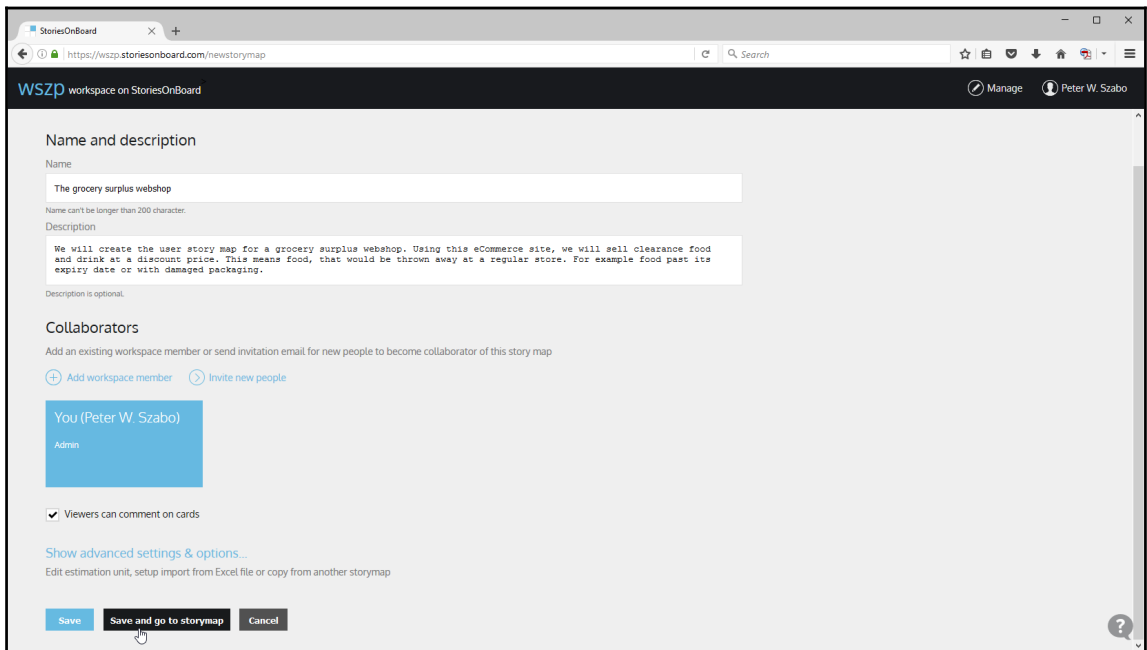
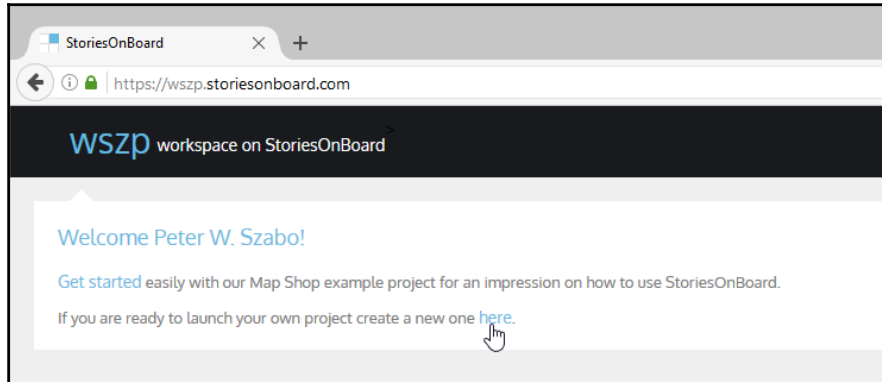
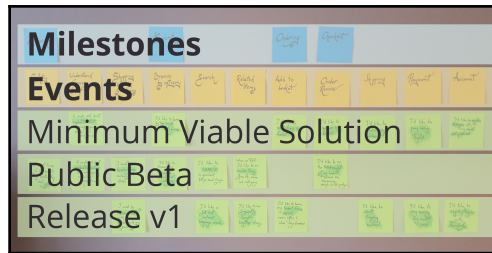
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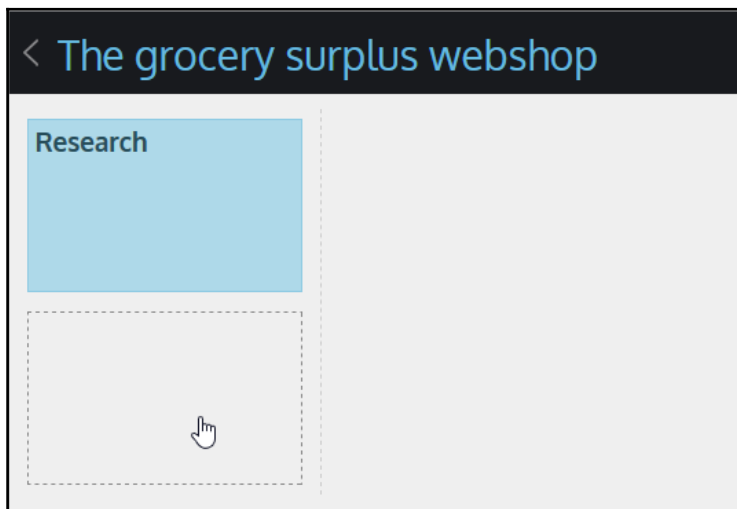
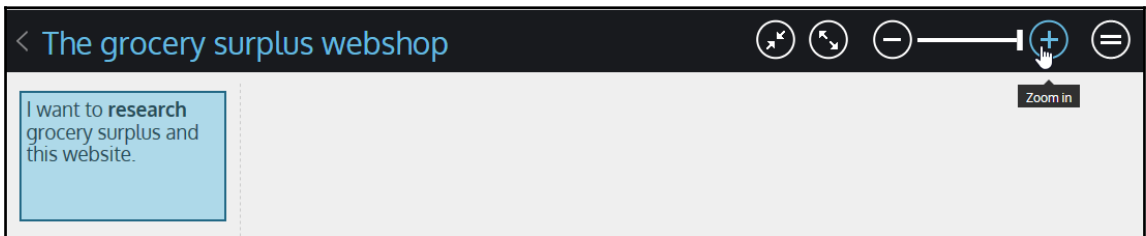
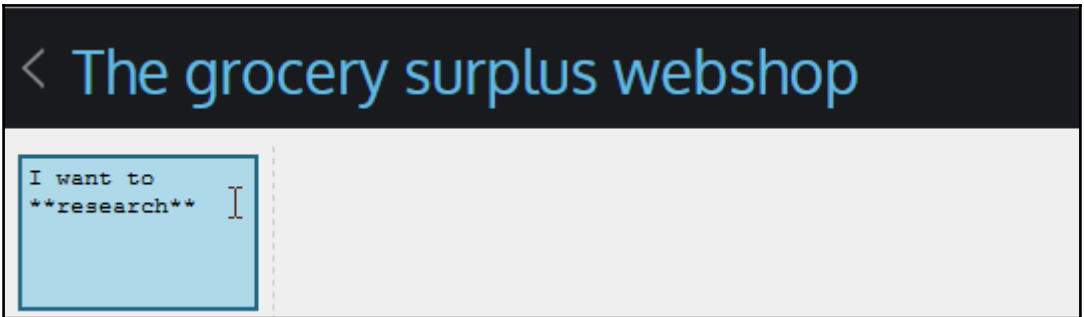
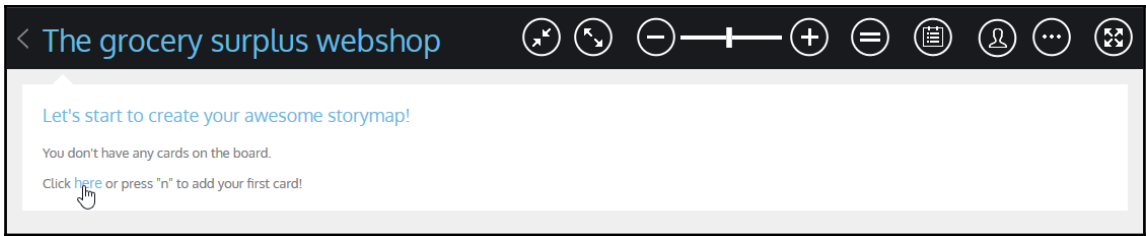
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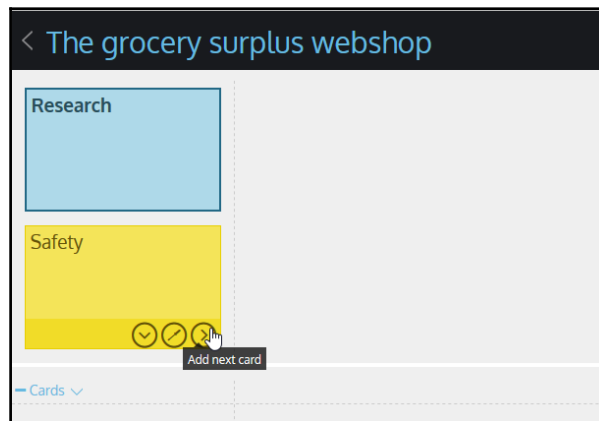
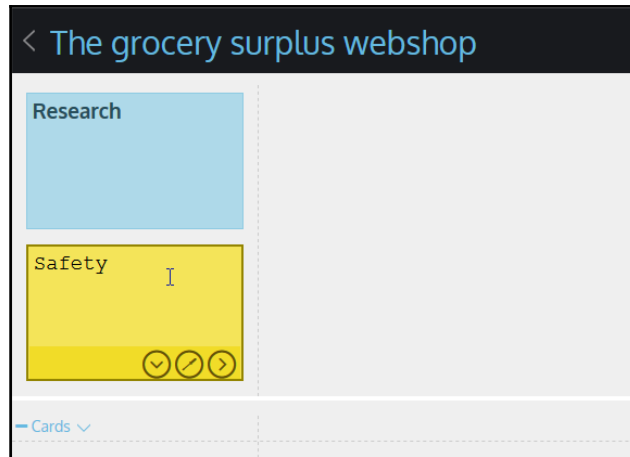
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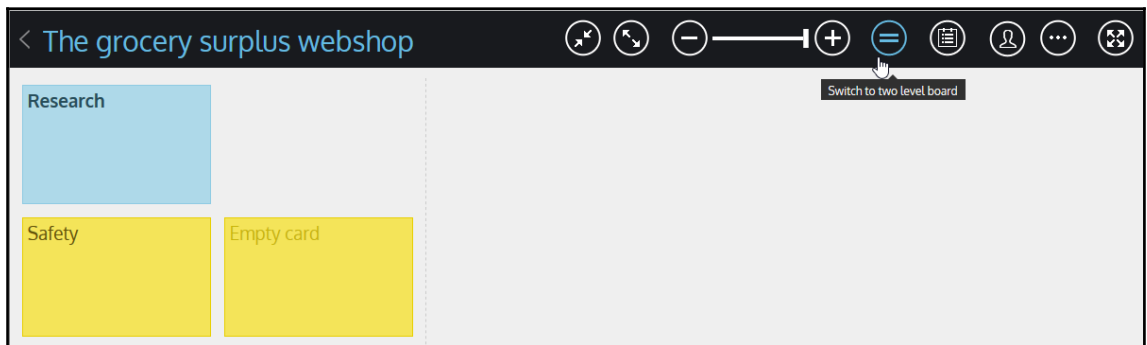
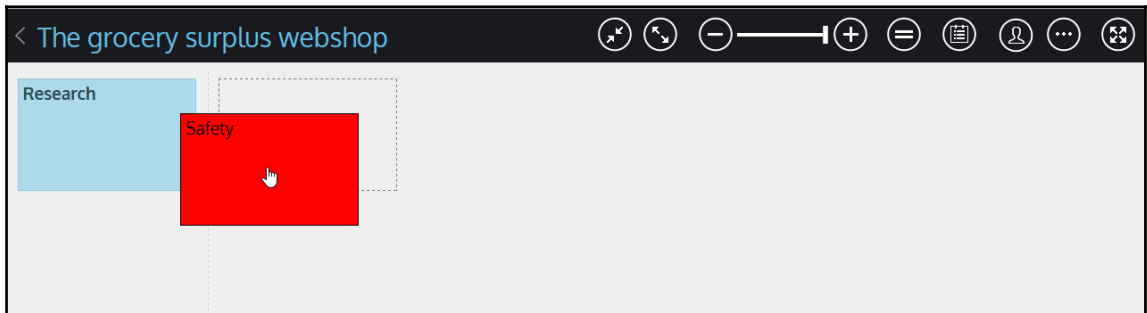
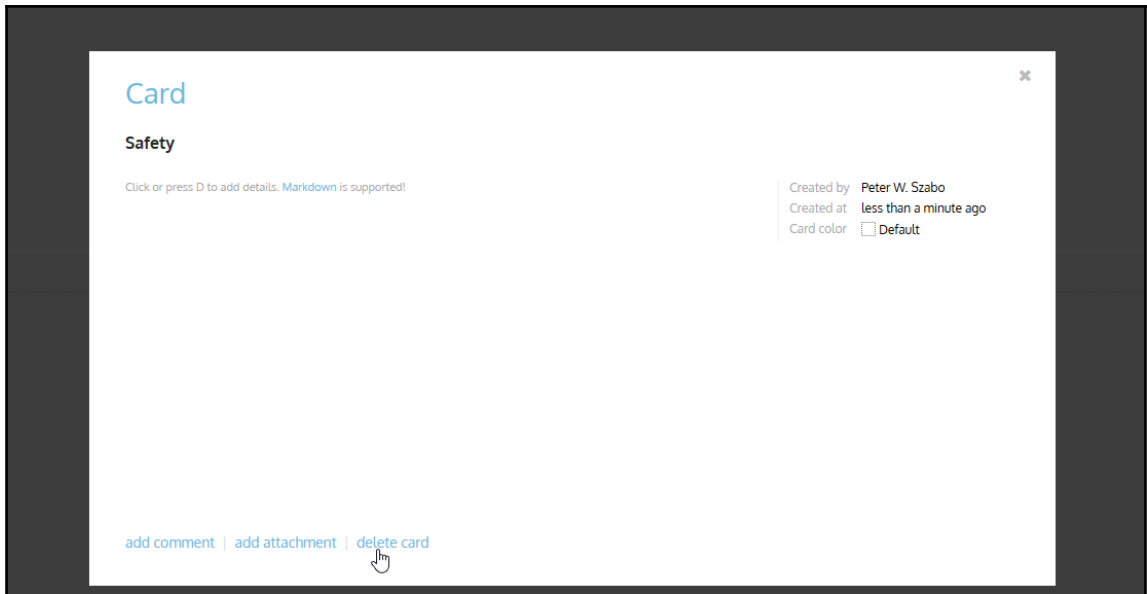
151 2-3 értelmes mondat, ne legyen kulcsszóhabozás.

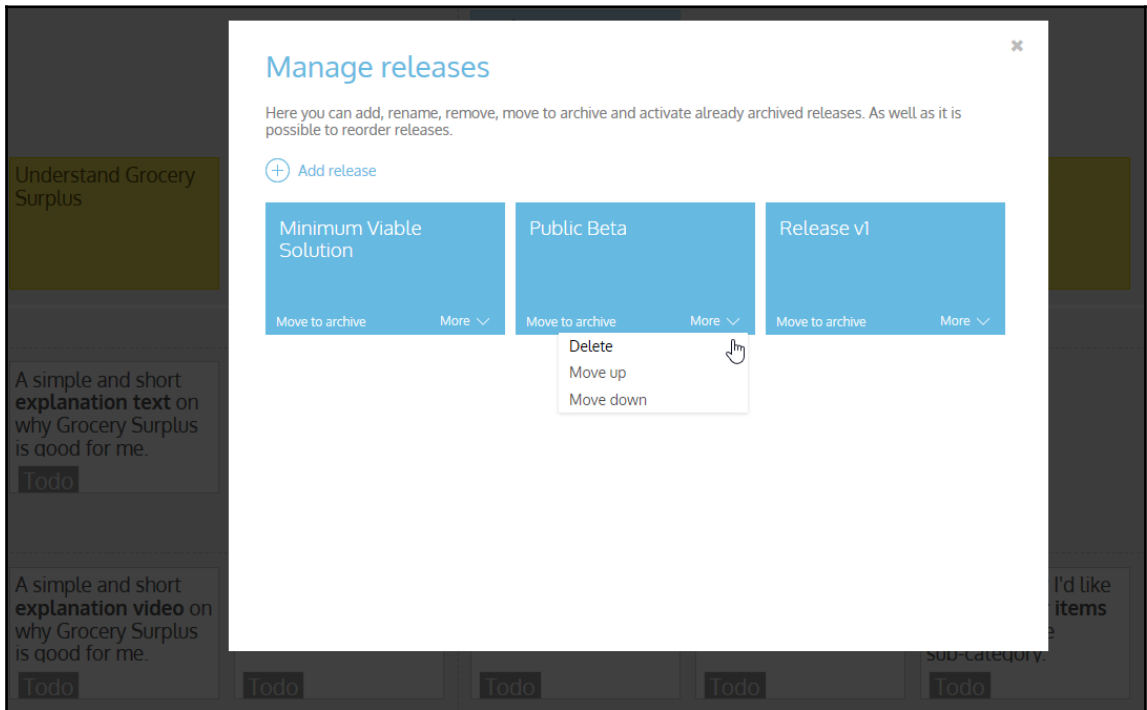
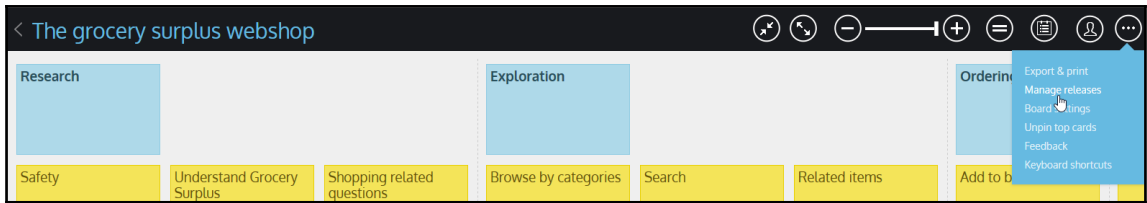


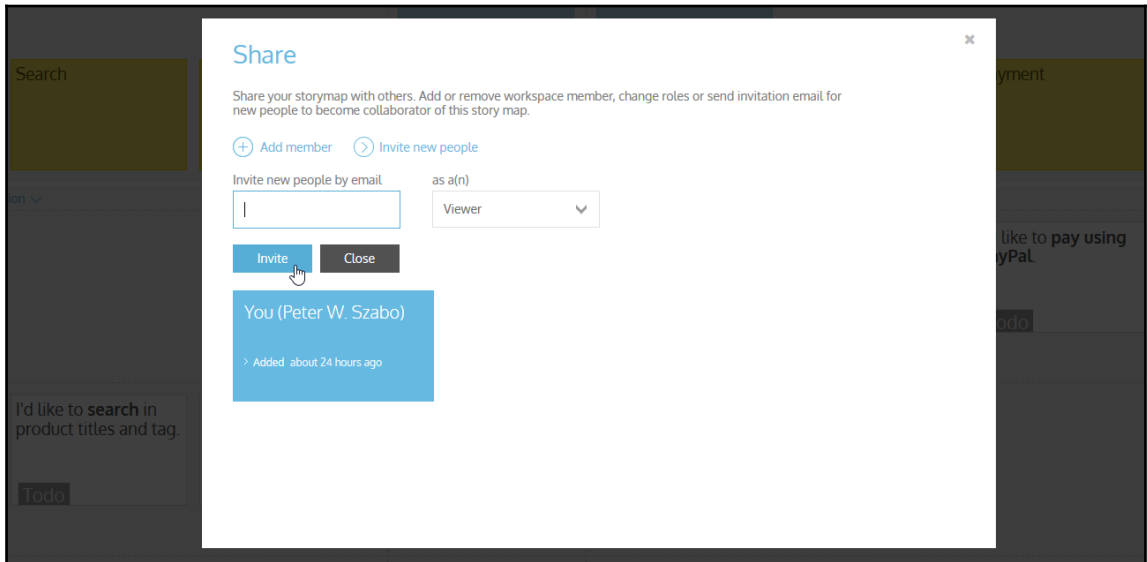
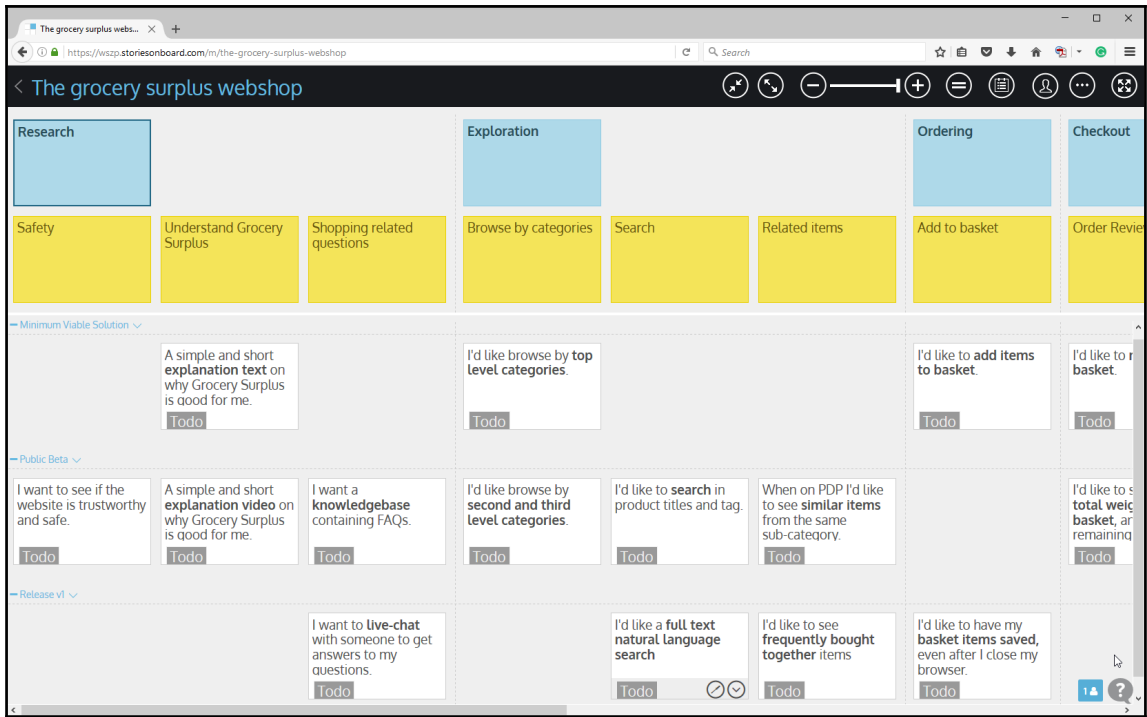


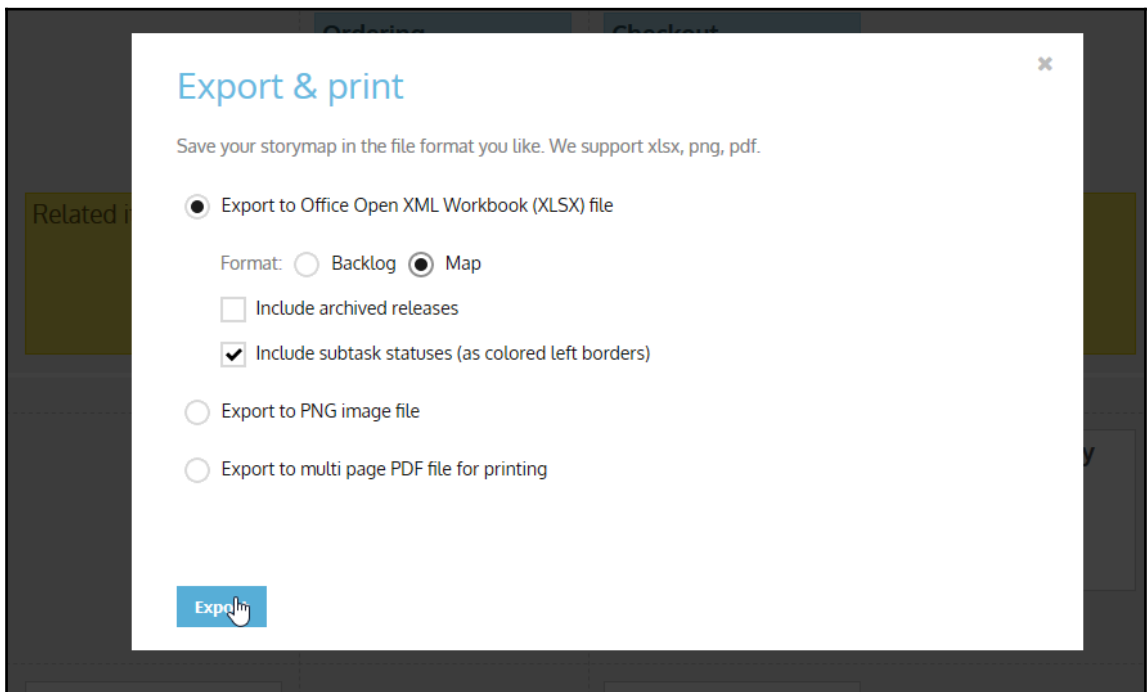
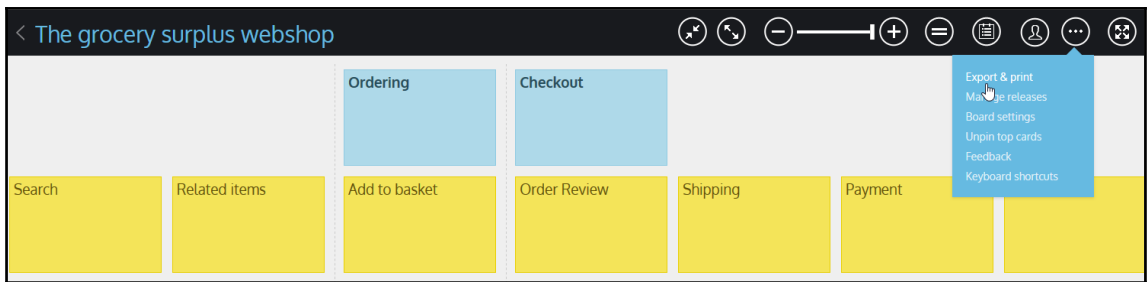


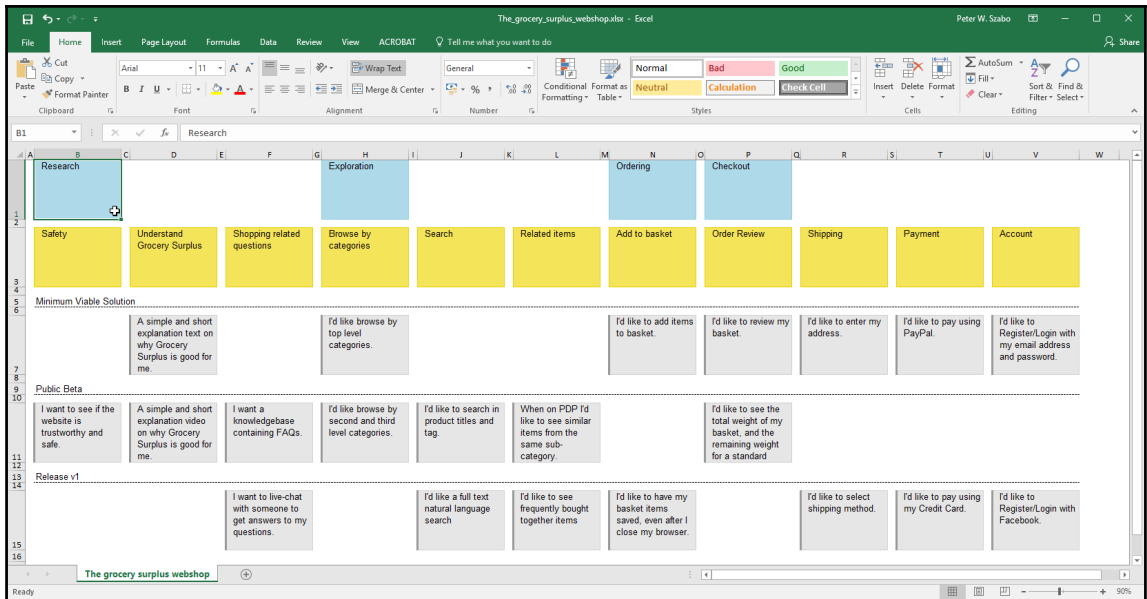




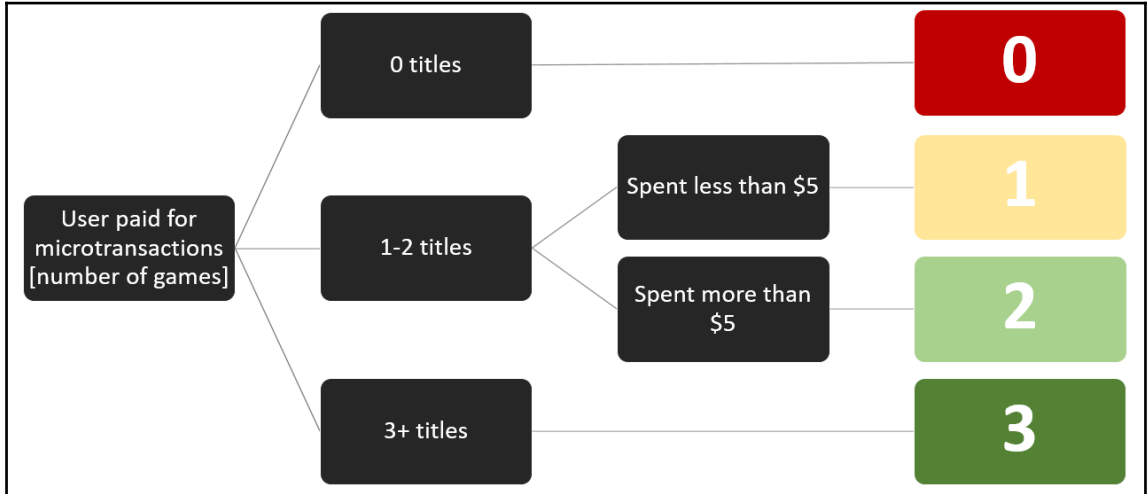






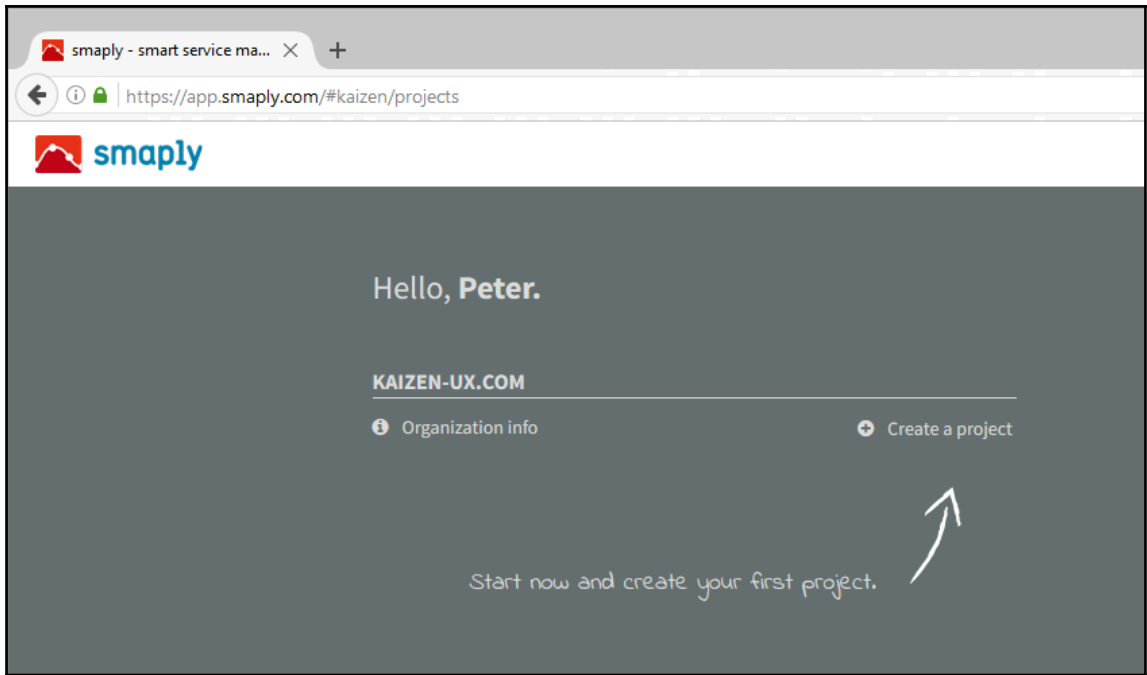


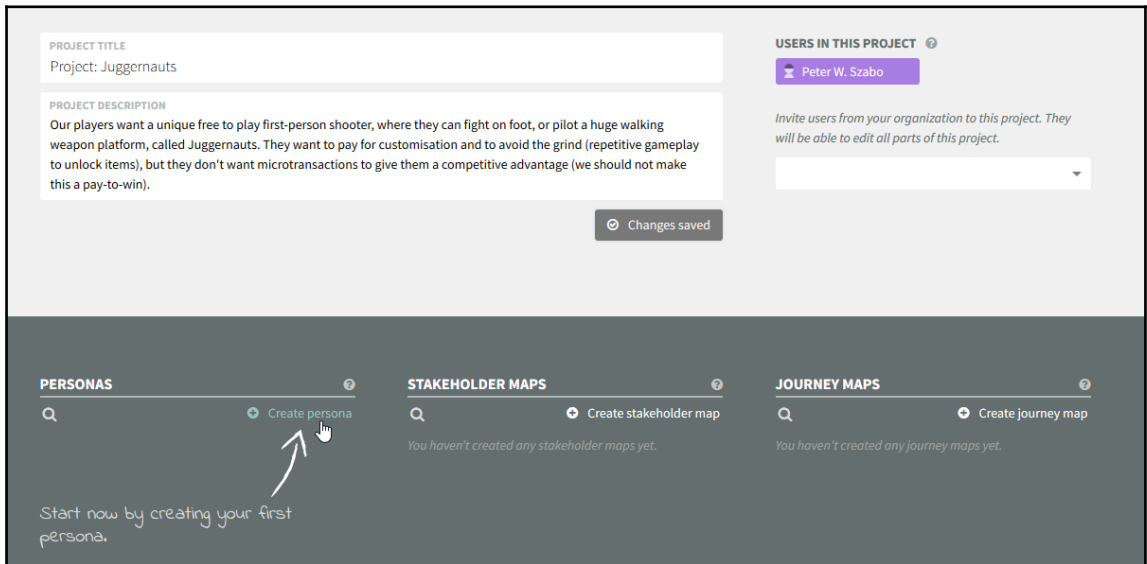
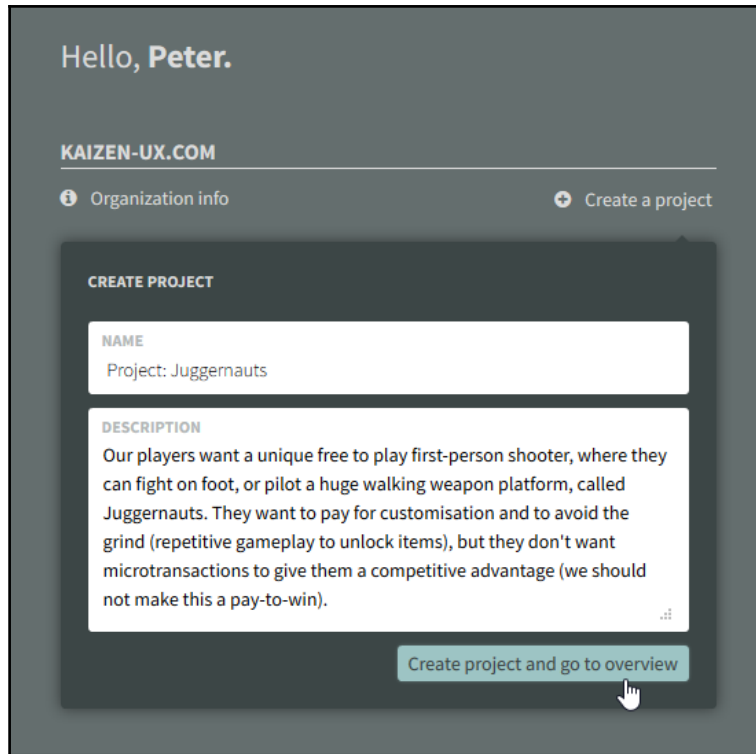
Chapter 3: Journey Map - Understand Your Users

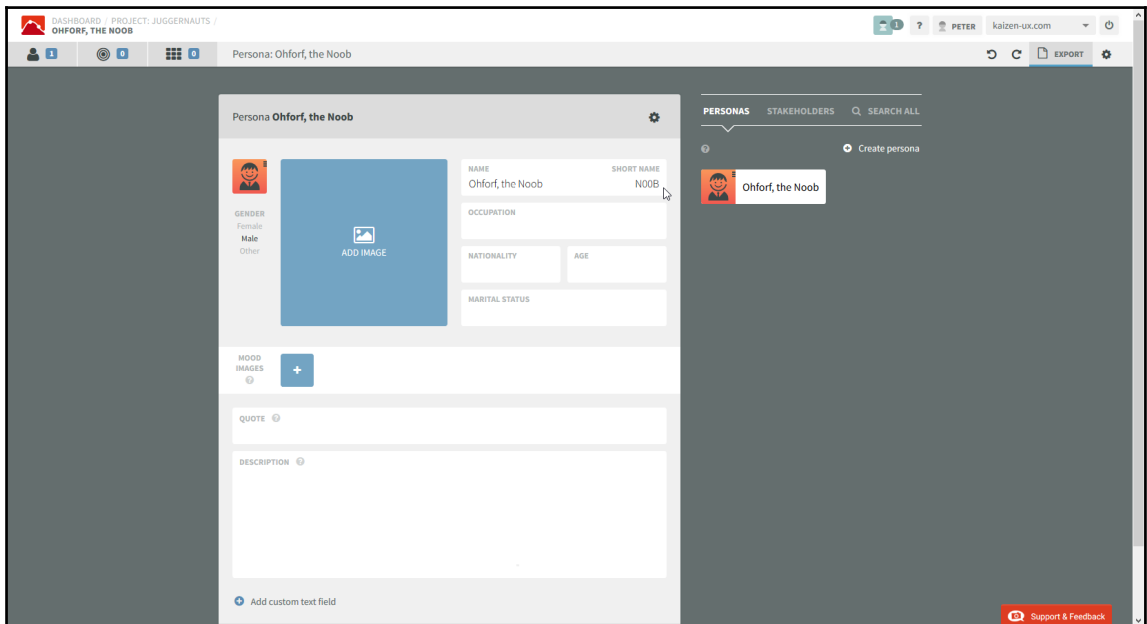
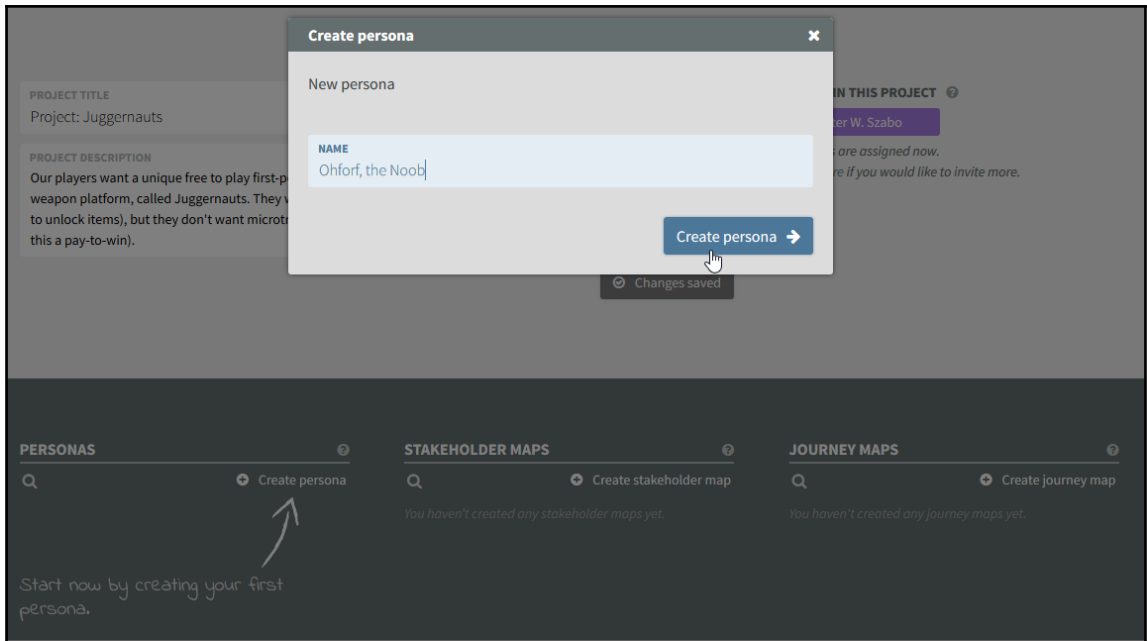


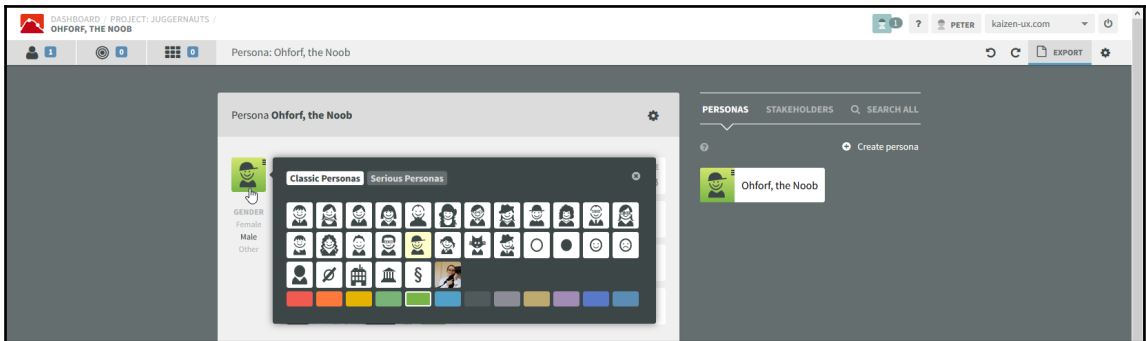
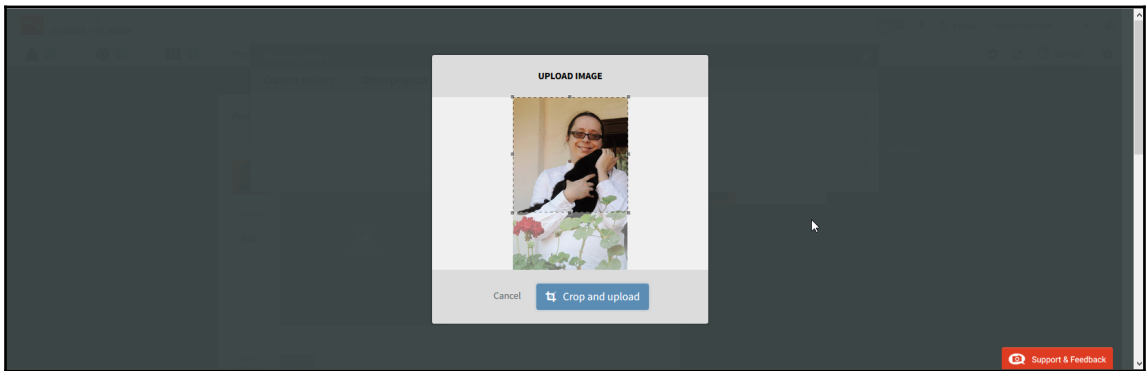
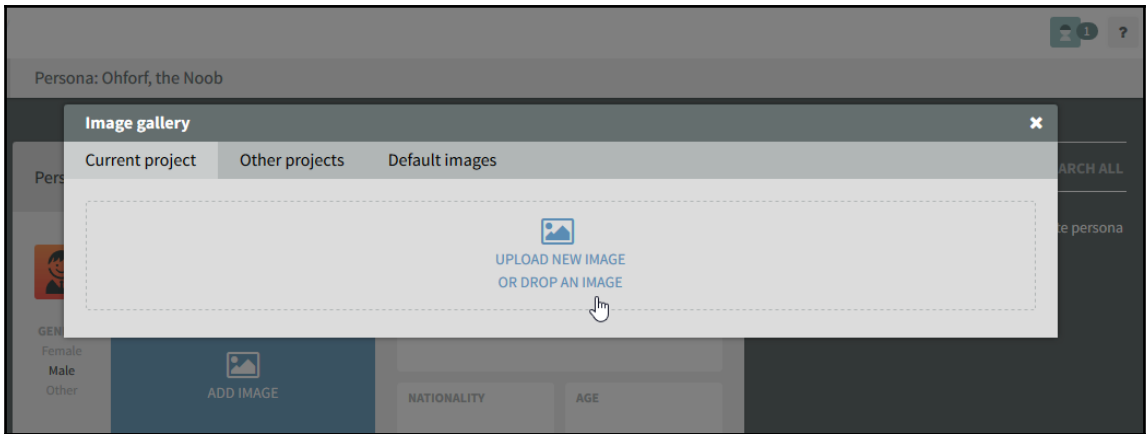
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Microtransactions	3	2	0	0	0	3	0	1	0	0	1	3	3	-	1	2	1	2	1	1	1	1	1	1	0	2	2	2	2	2	2	2	2	0	0	2	2	2	2	1	0	
Current hardware	3	0	0	1	1	3	2	0	0	0	3	3	3	1	2	3	1	1	3	3	3	3	2	1	1	2	3	3	3	3	3	3	0	3	3	3	3	3	3	3	3	
FPS Skills	0	0	0	1	1	1	1	1	0	2	3	1	3	1	1	3	1	1	3	2	3	3	0	0	1	1	2	2	3	3	2	2	0	3	2	2	2	2	2	3		
Social aspects	3	3	3	3	3	1	0	3	1	0	0	2	0	2	2	2	2	2	3	3	0	0	3	2	3	1	3	0	1	3	2	2	3	3	3	3	3	3	3	0	0	
Customizability	1	1	0	0	0	-	0	0	1	0	3	3	3	3	3	2	3	0	0	0	0	0	0	0	0	0	0	0	3	3	3	3	3	3	2	0	0	0	2	3	2	3

Behaviour	Tester																																									
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Microtransactions	3	2	0	0	0	3	0	1	0	0	1	3	3	-	1	2	1	2	1	1	1	1	1	0	2	2	2	2	2	2	2	2	2	0	0	2	2	2	2	1	0	
Current hardware	3	0	0	1	1	3	2	0	0	0	3	3	3	1	2	3	1	1	3	3	3	3	2	1	1	2	3	3	3	3	3	3	0	3	3	3	3	3	3	3	3	
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Customizability	1	1	0	0	0	-	0	0	1	0	3	3	3	3	3	2	3	0	0	0	0	0	0	0	0	0	0	3	3	3	3	3	3	2	0	0	0	0	2	3	2	3












QUOTE ⓘ

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]



BEHAVIOUR LIKELIHOOD

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■ □ □ [Unlikely: 1]

Current hardware:
■ □ □ [Unlikely: 1]



FPS Skills:
■ □ □ [Unlikely: 1]

Social aspects:
■ ■ □ [Likely: 2]

Customizability:
□ □ □ [Very unlikely: 0]



Ohforf, the Noob Project: Juggernauts 02 January 2017
PERSONA PROJECT EXPORT DATE

  INITIALS GENDER
N00B male

NAME
Ohforf, the Noob

QUOTE
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BEHAVIOUR LIKELIHOOD

Microtransactions:
■ ■ ■ [Unlikely: 1]

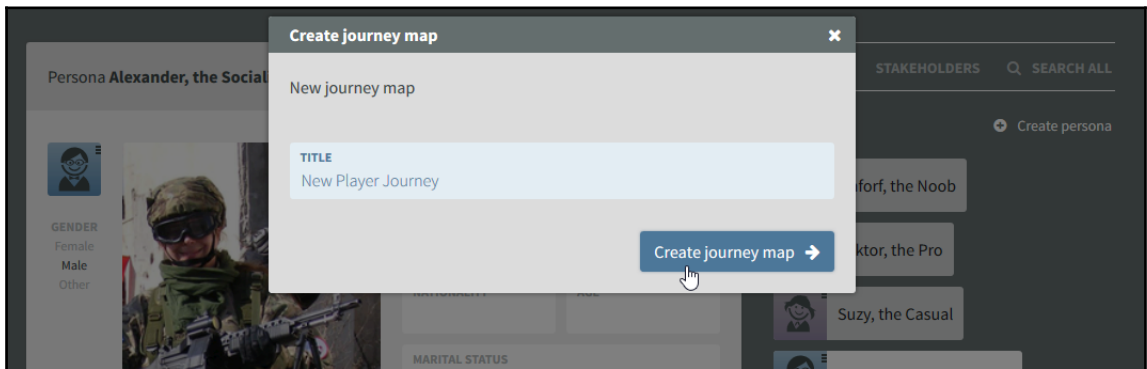
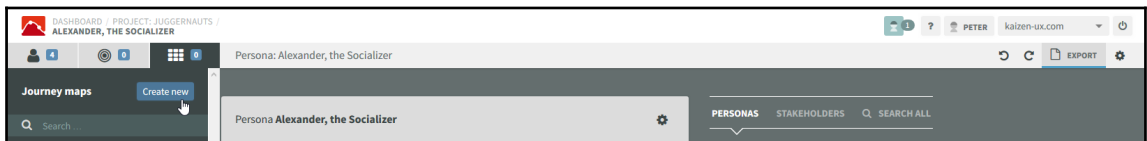
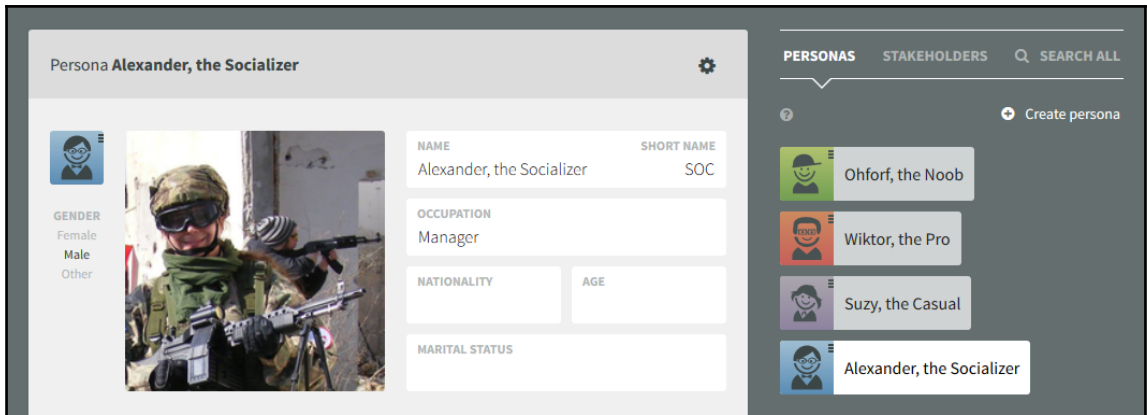
Current hardware:
■ ■ ■ [Unlikely: 1]

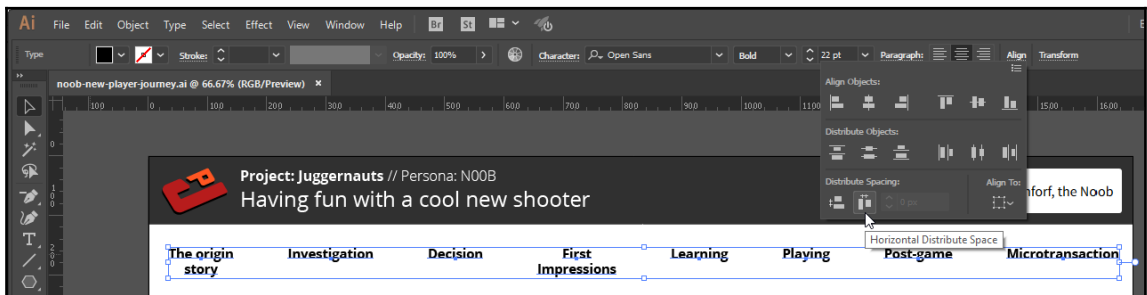
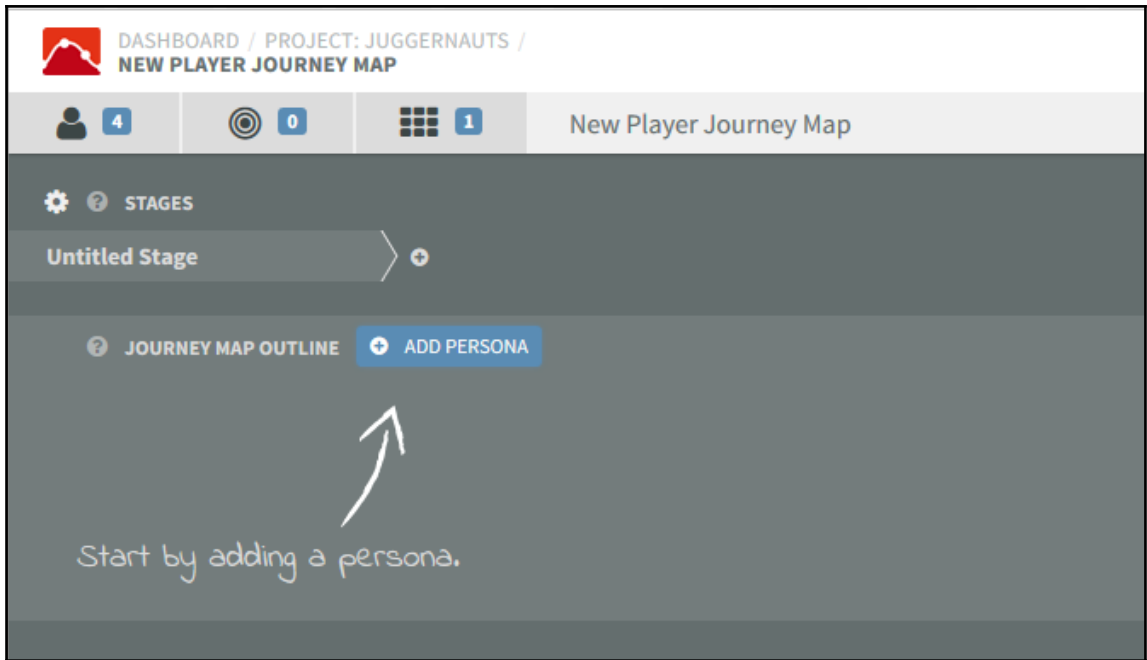
FPS Skills:
■ ■ ■ [Unlikely: 1]

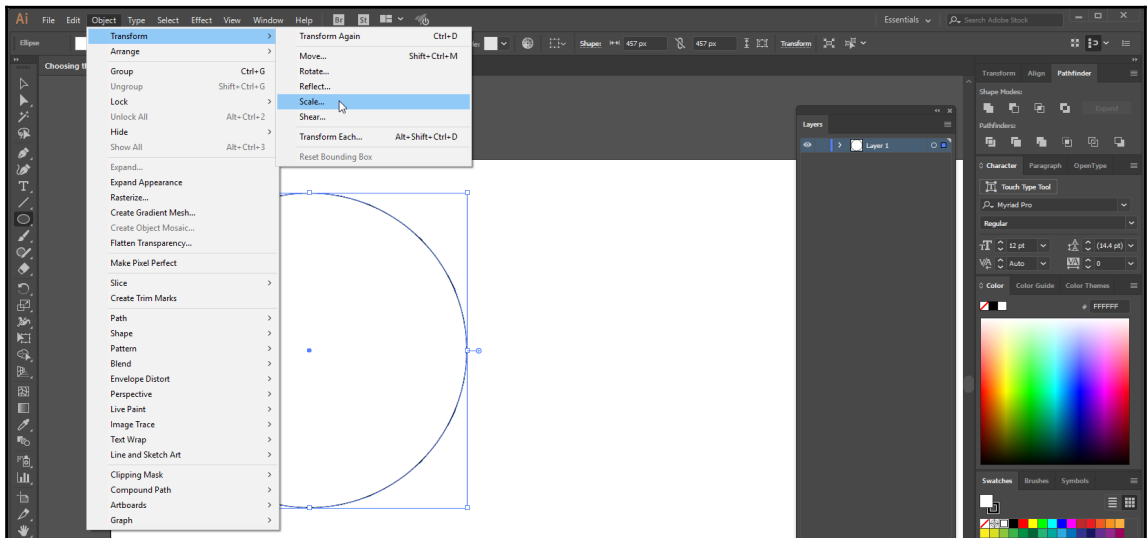
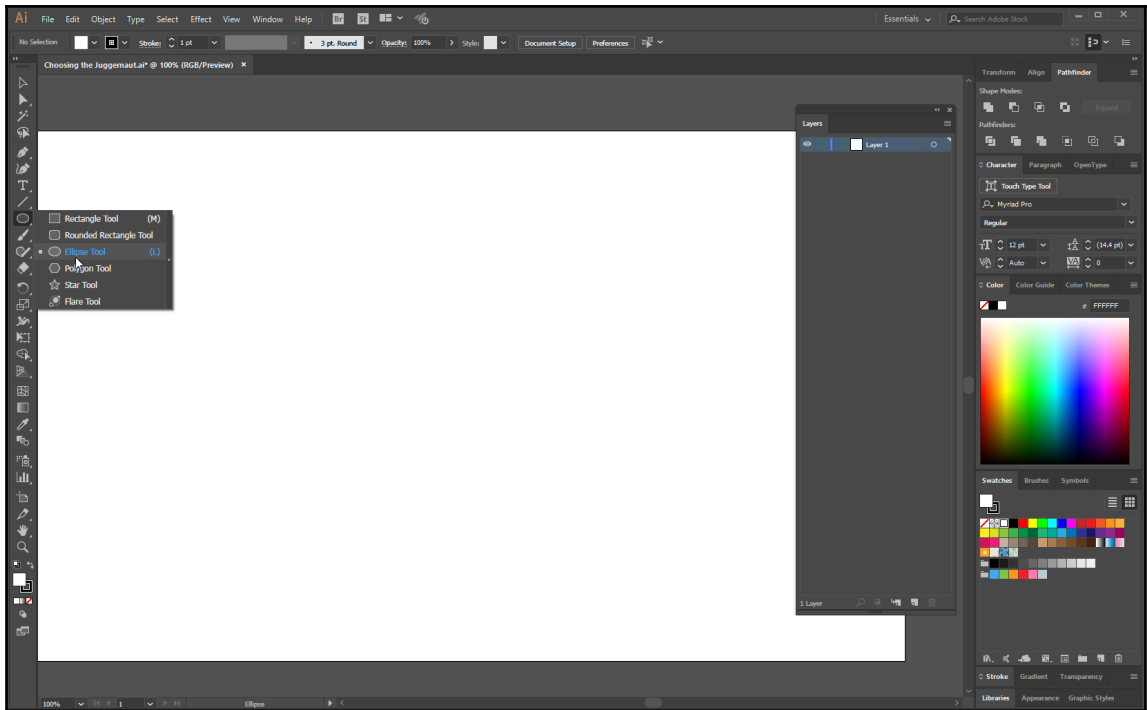
Social aspects:
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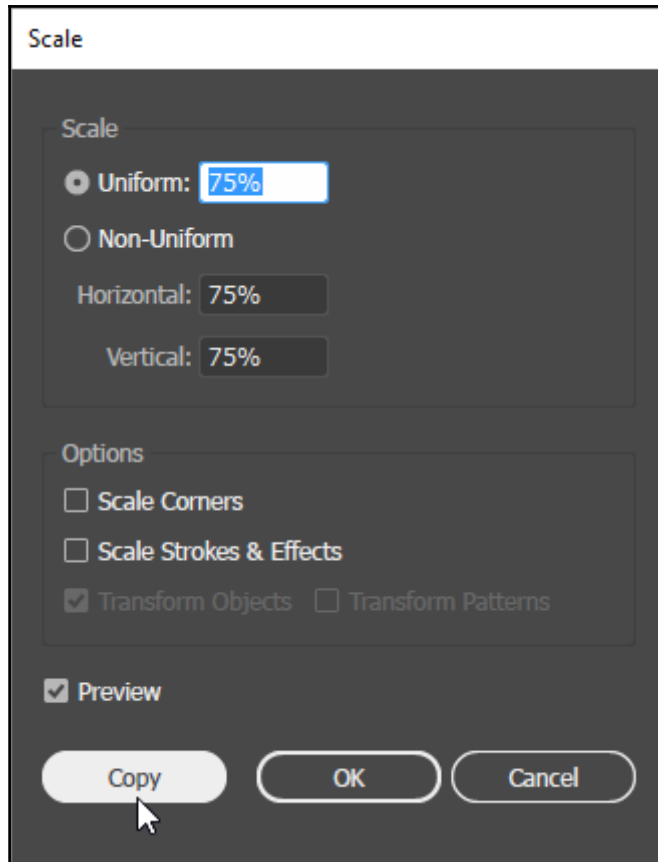
Customizability:
■ ■ ■ [Very unlikely: 0]

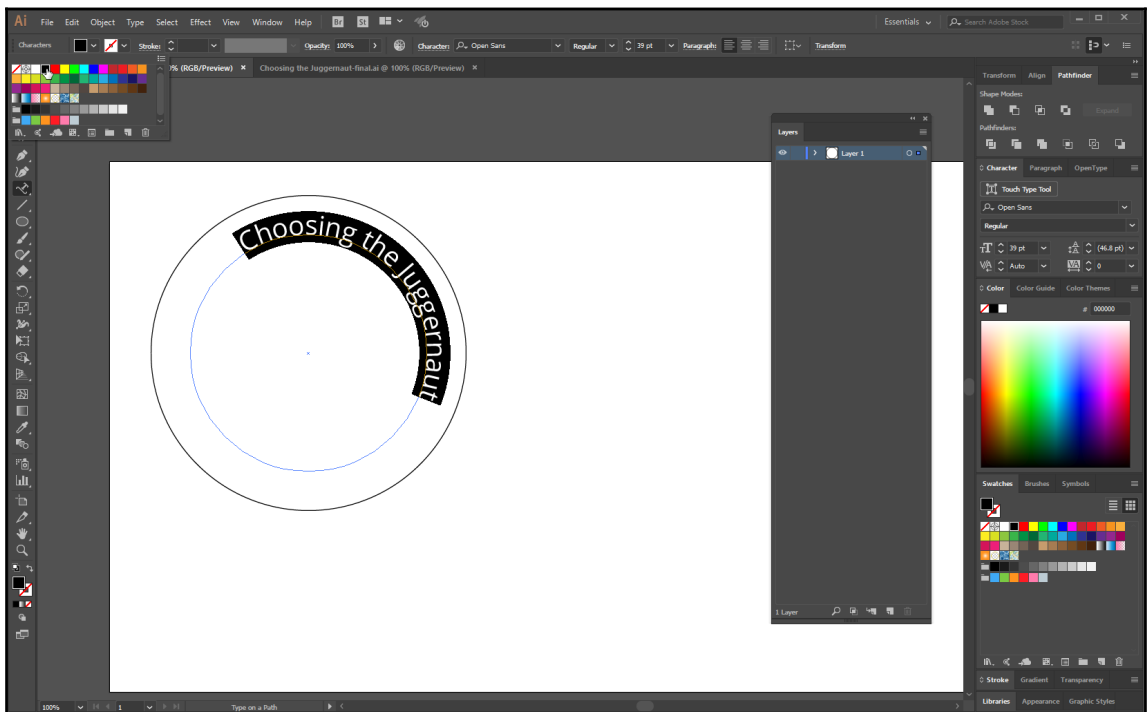
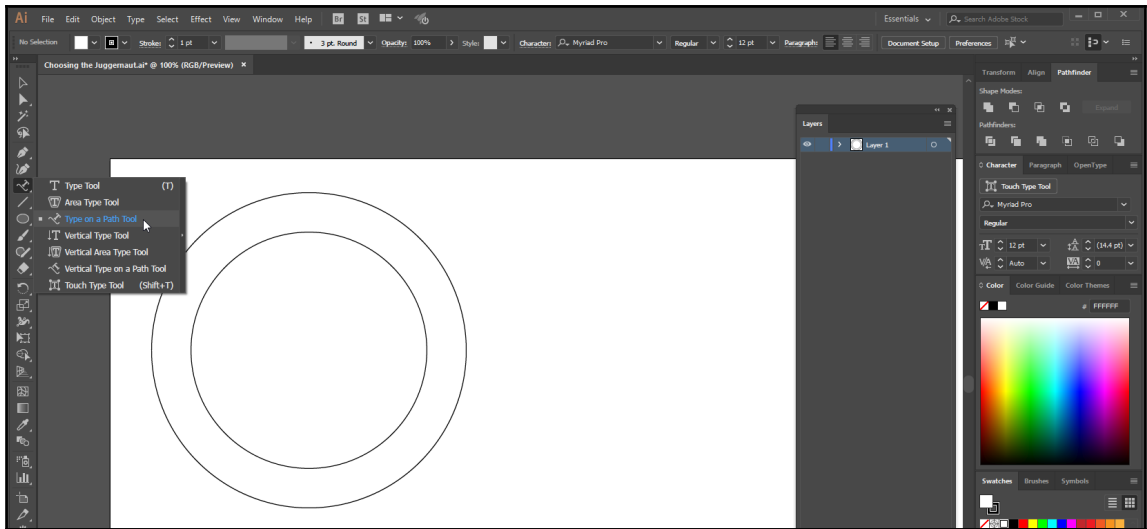
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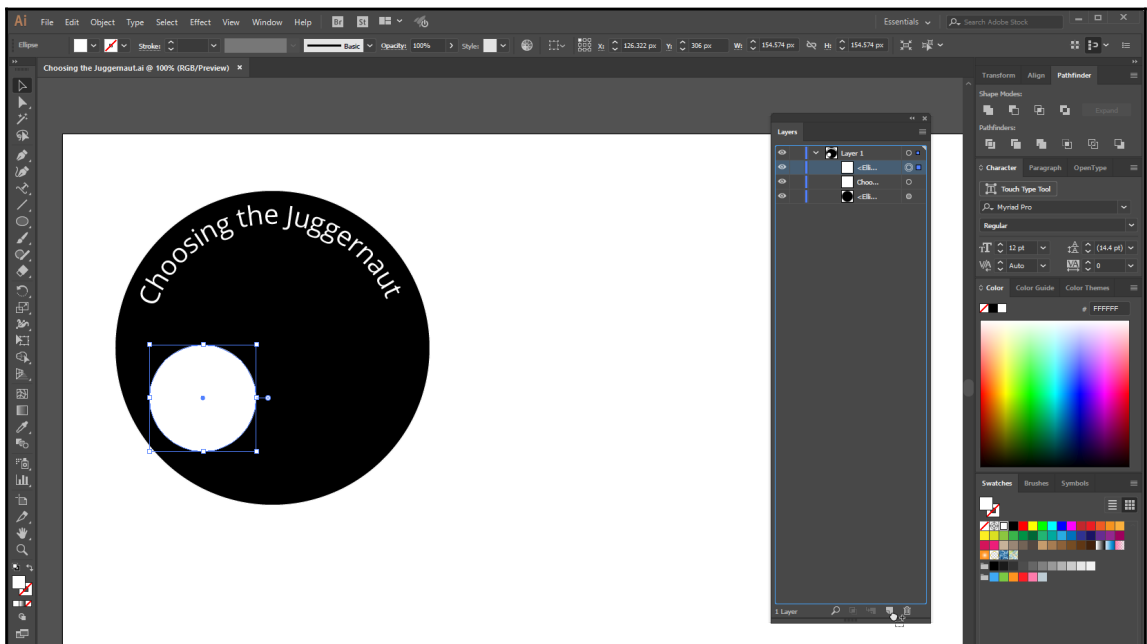
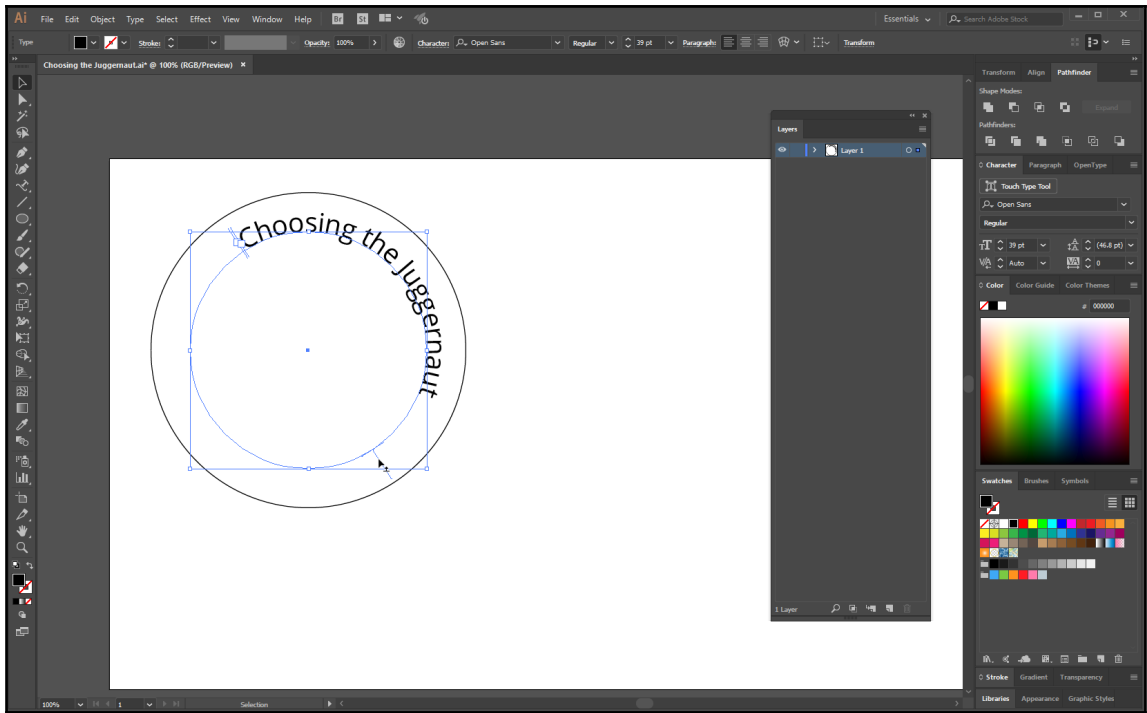


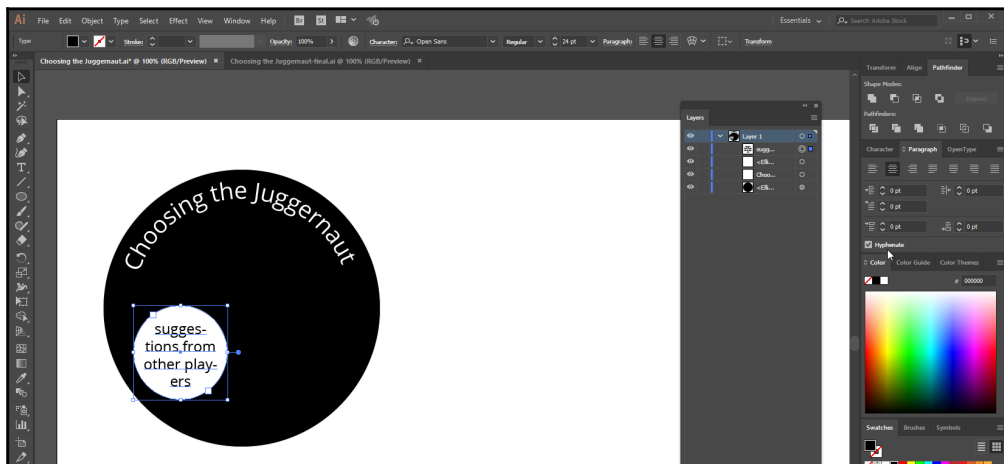
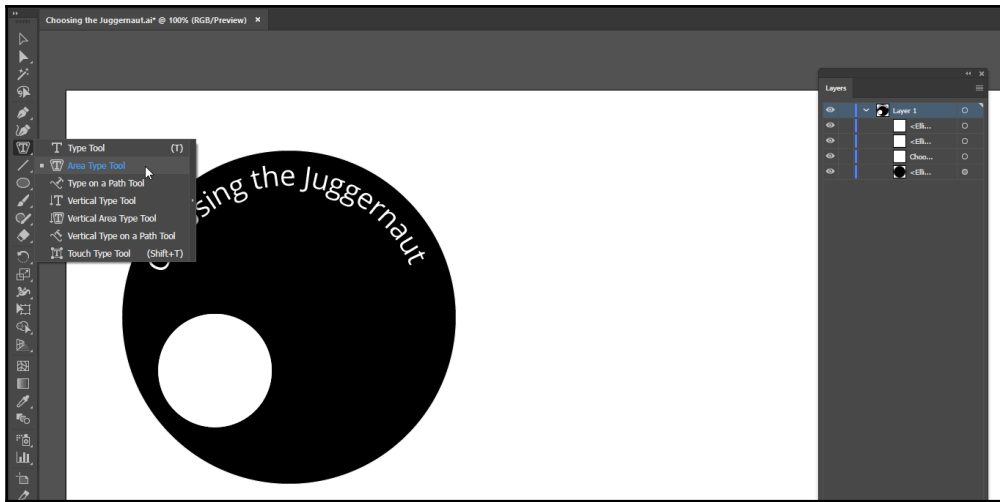


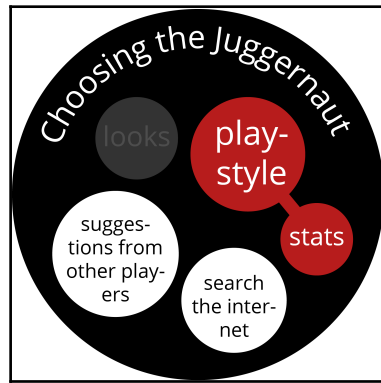
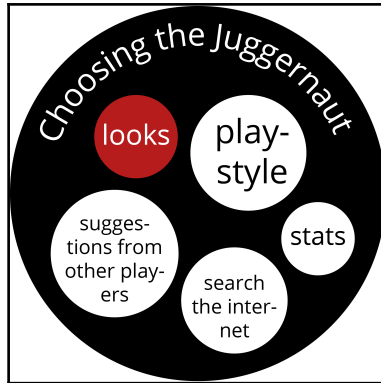


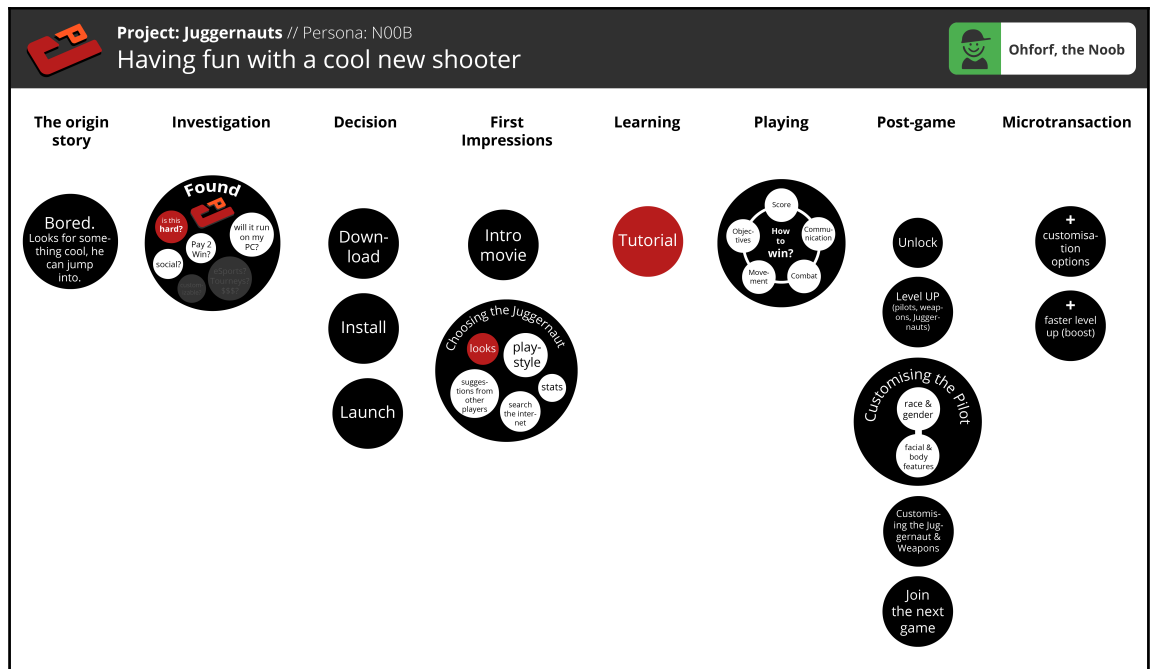


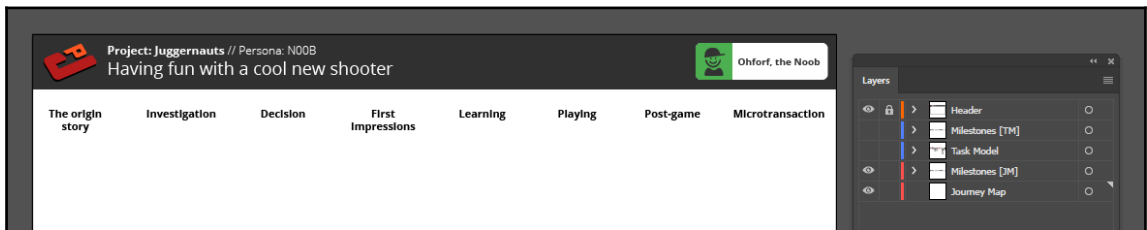
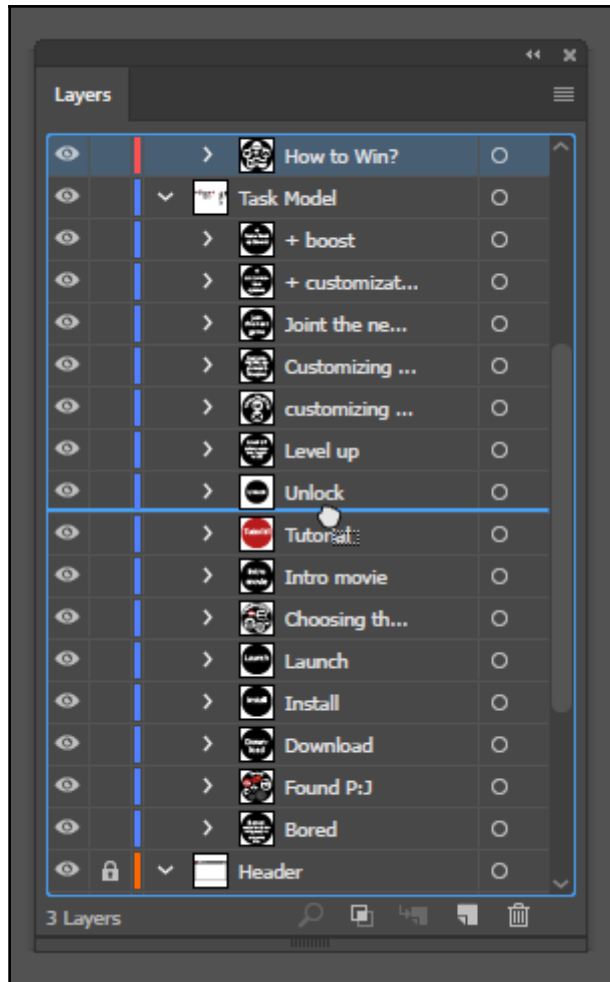


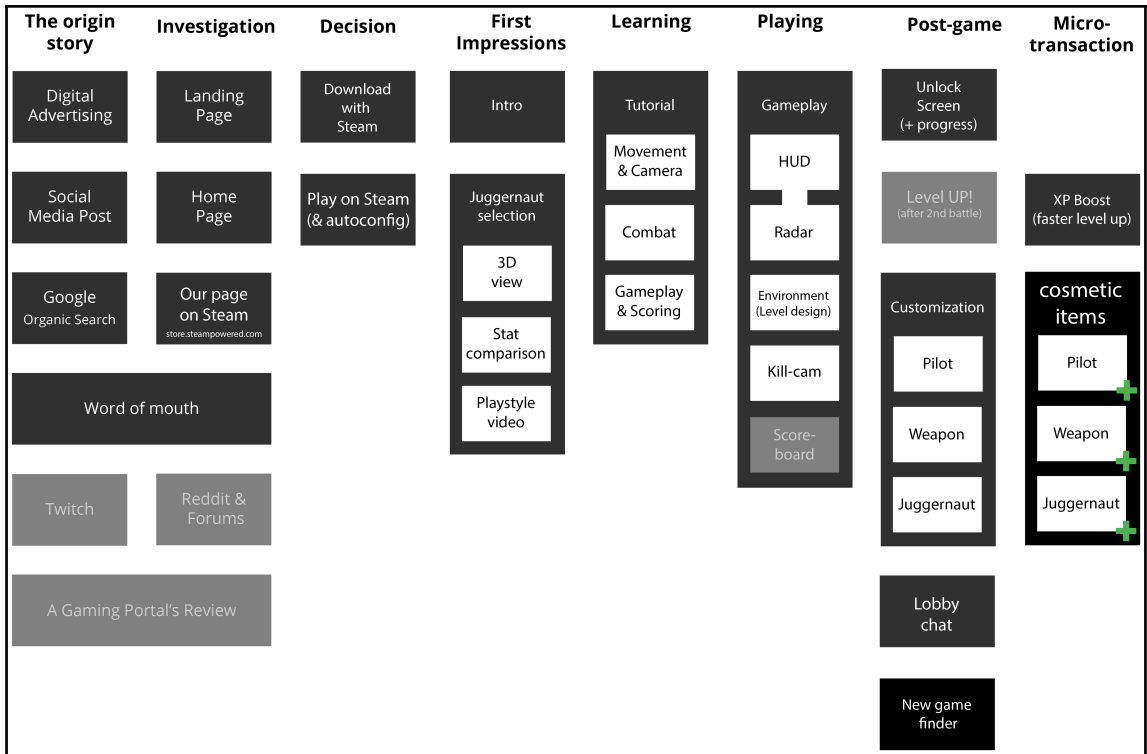


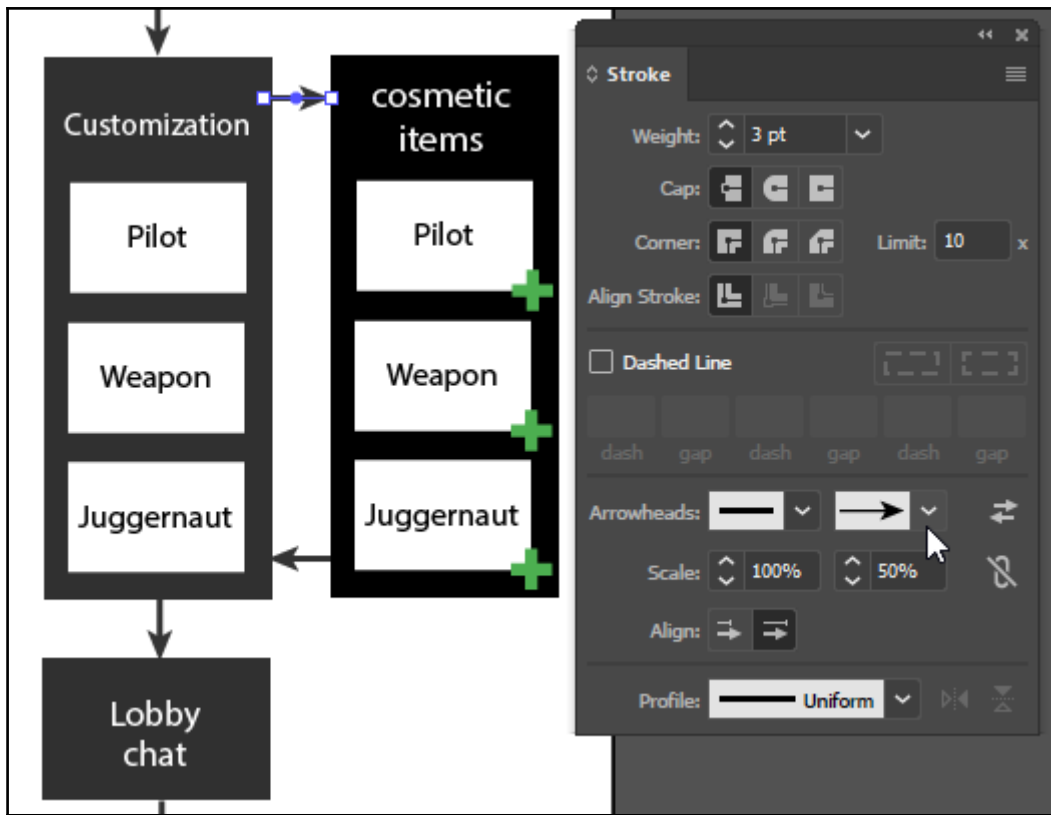


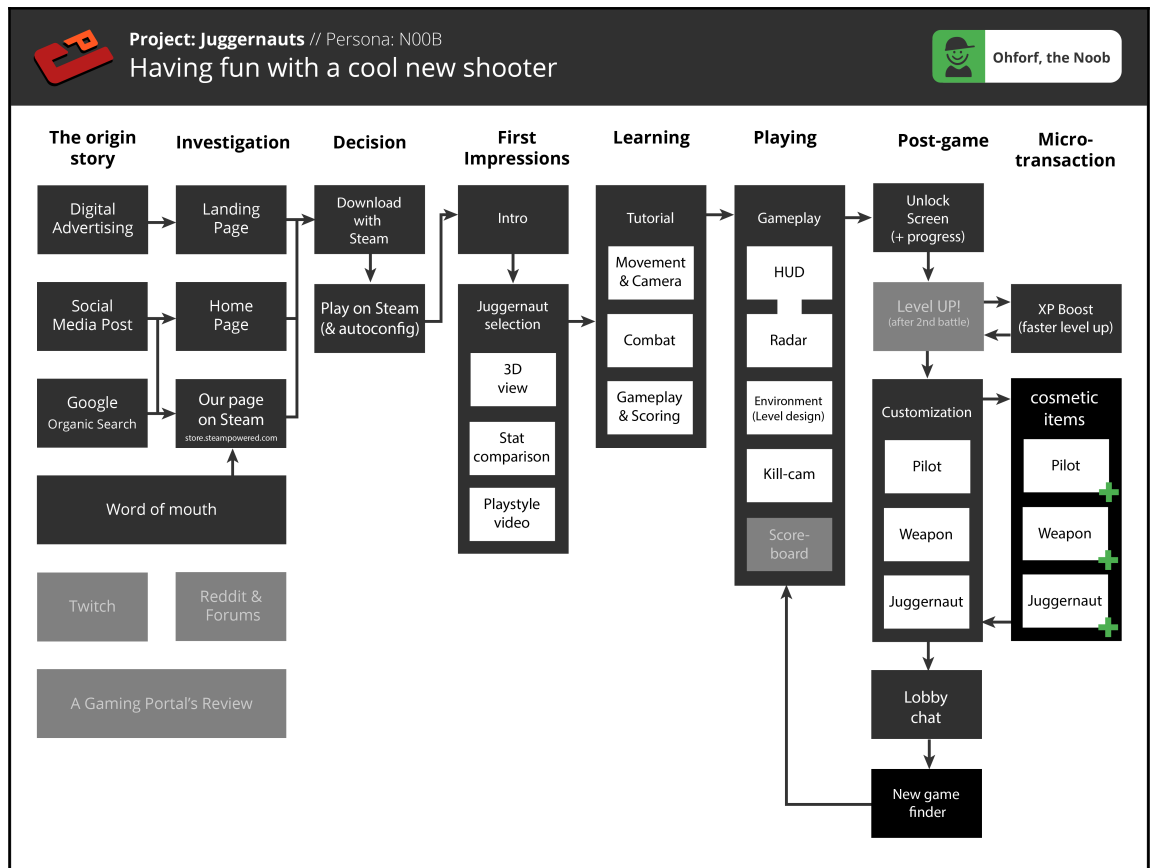




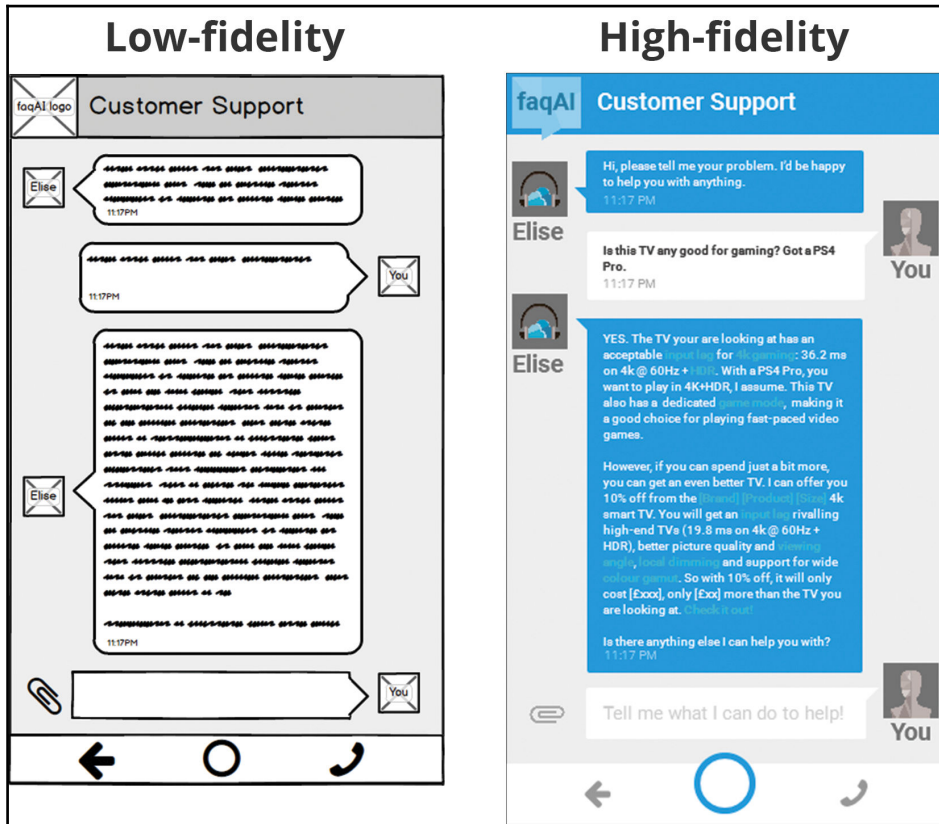


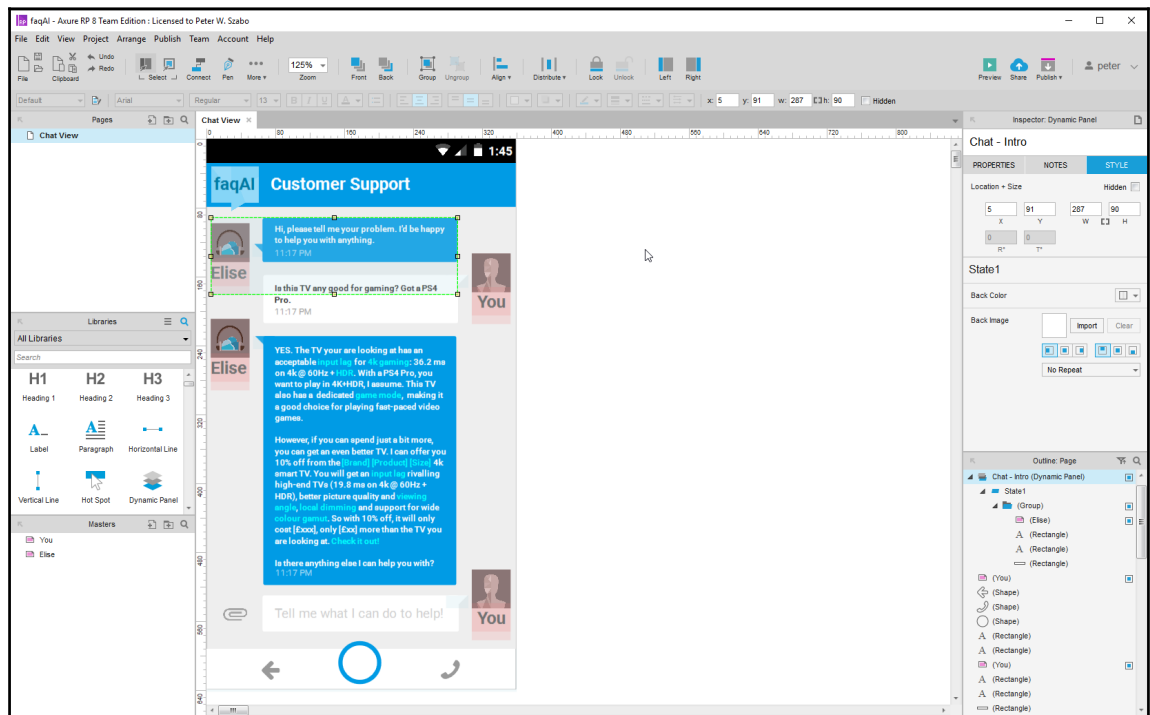
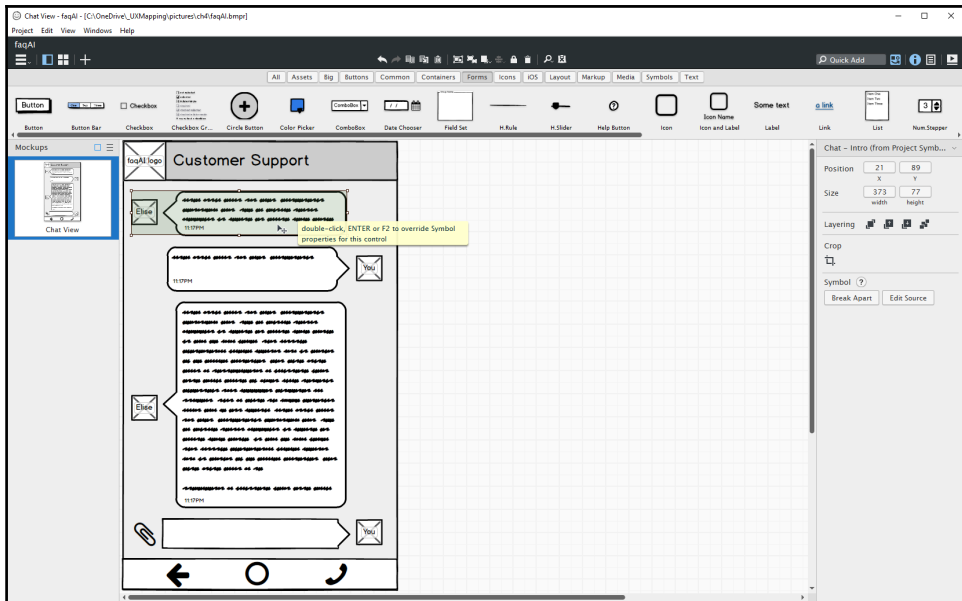


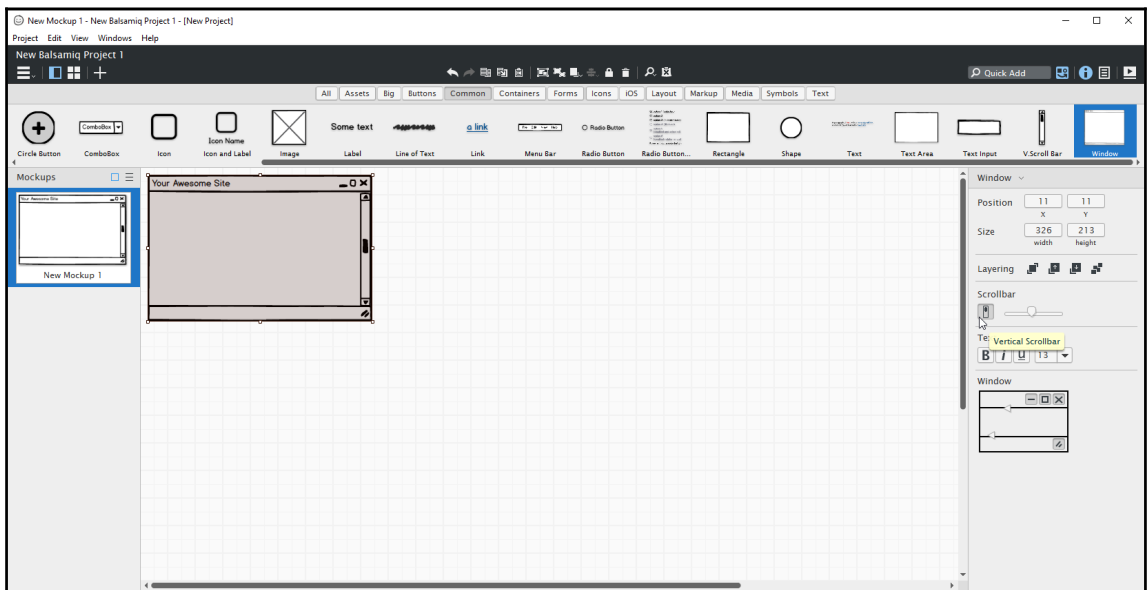
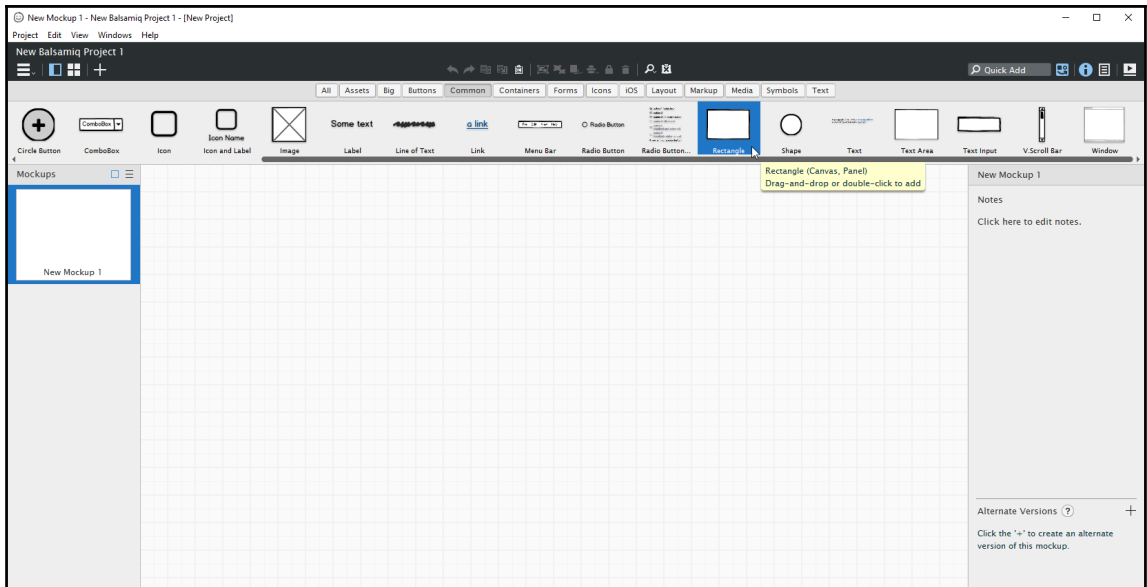


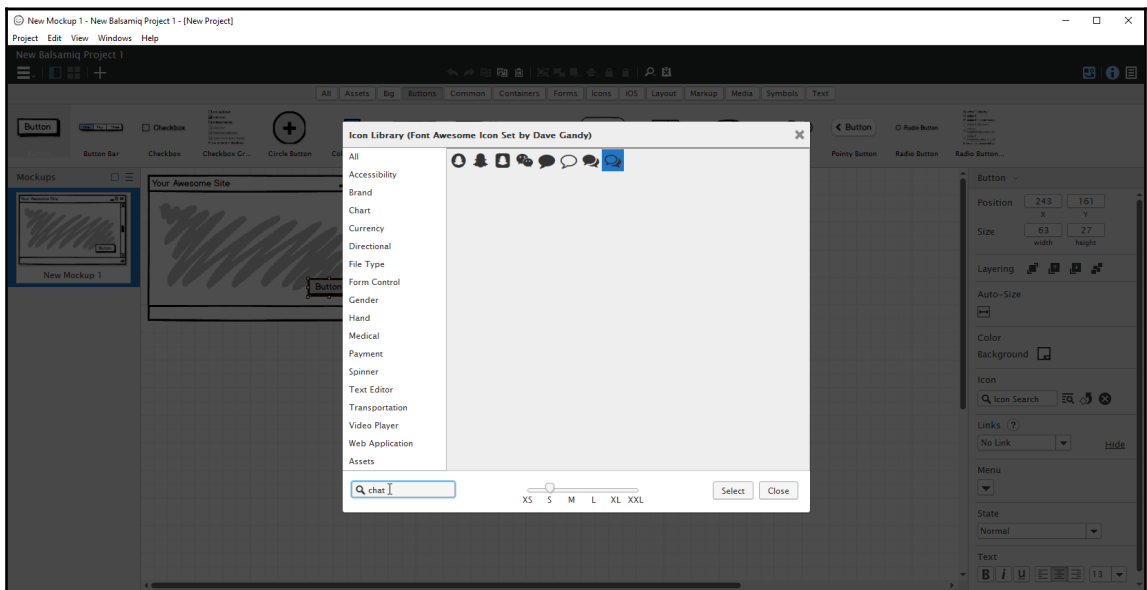
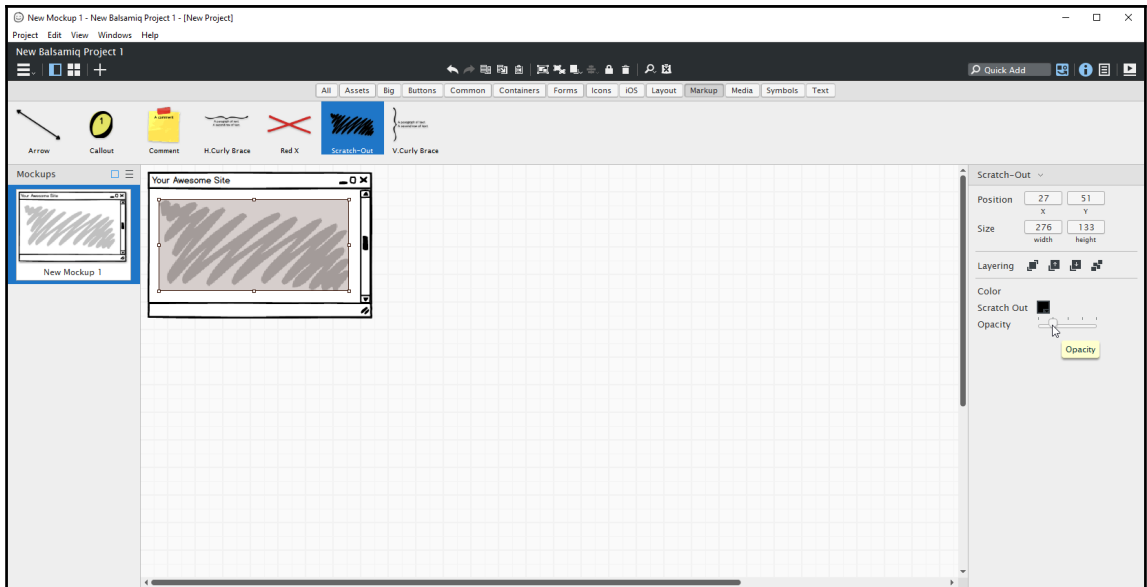


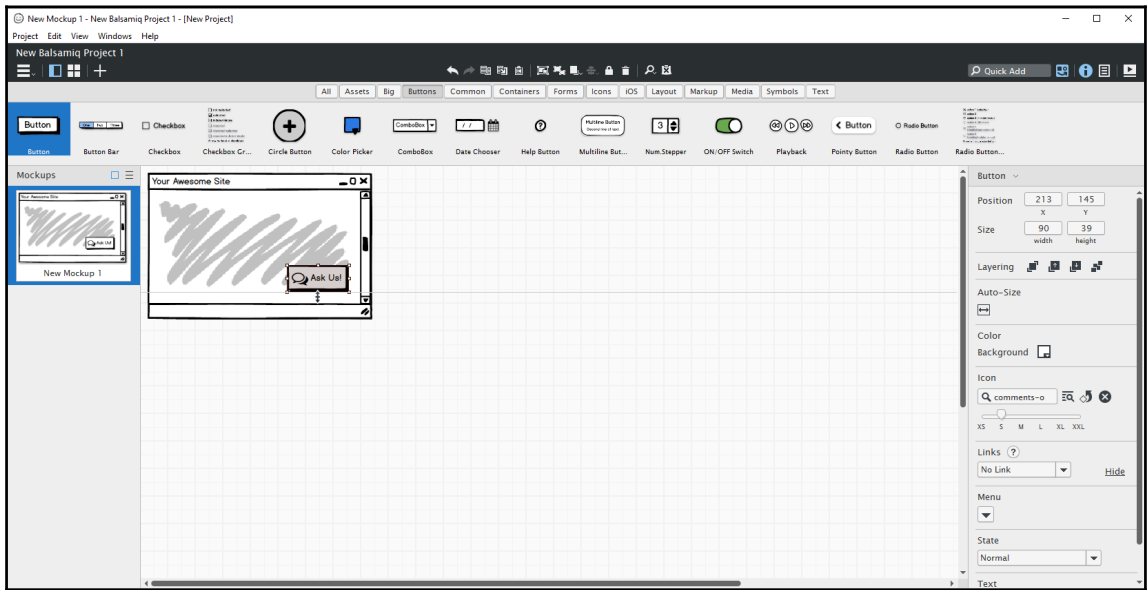
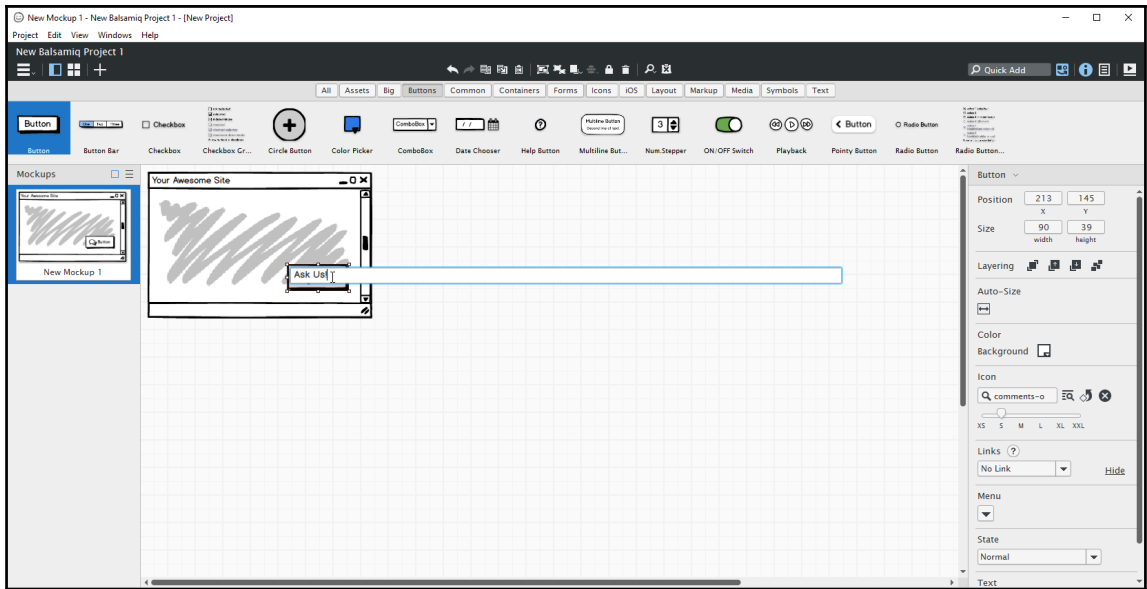
Chapter 4: Wireflows - Plan Your Product

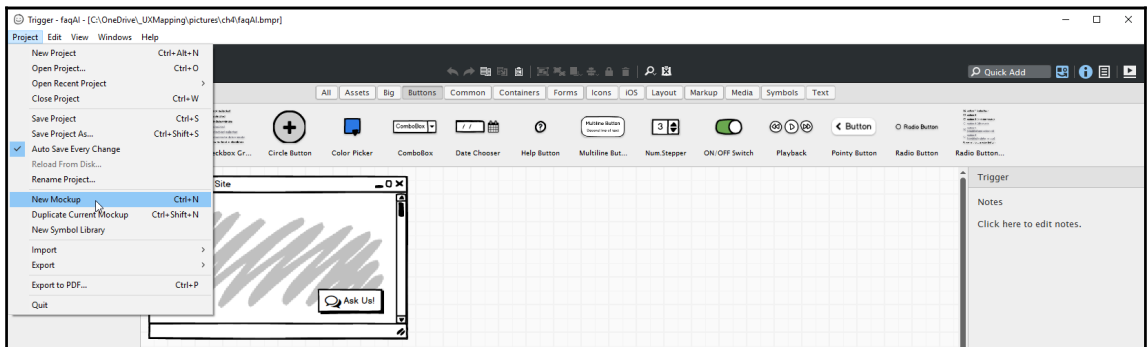
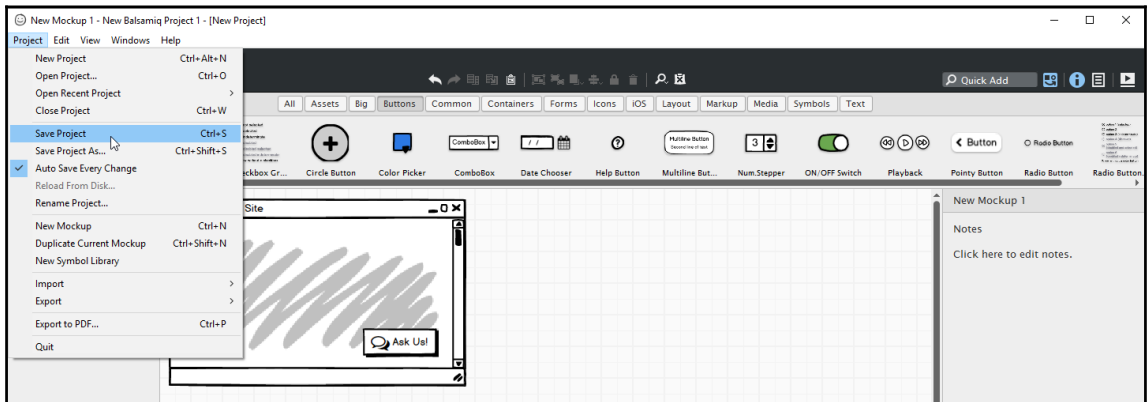
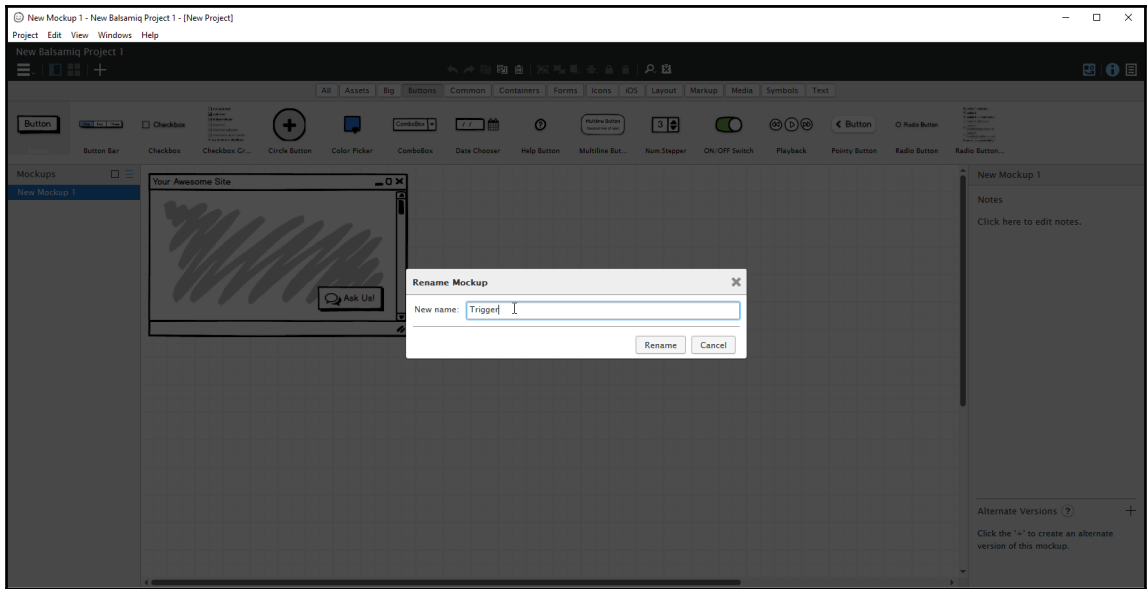


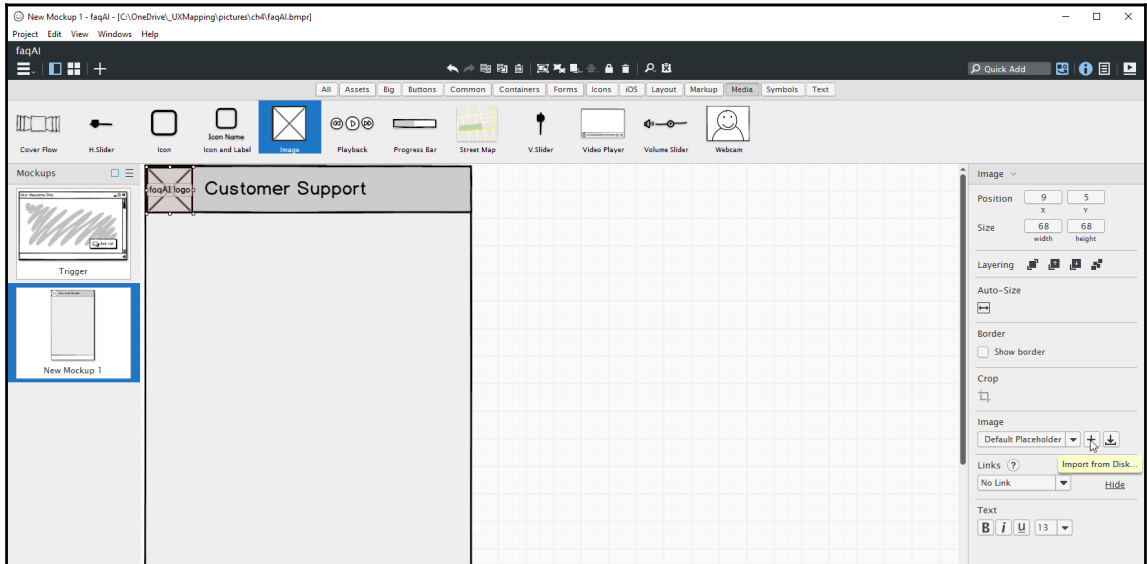
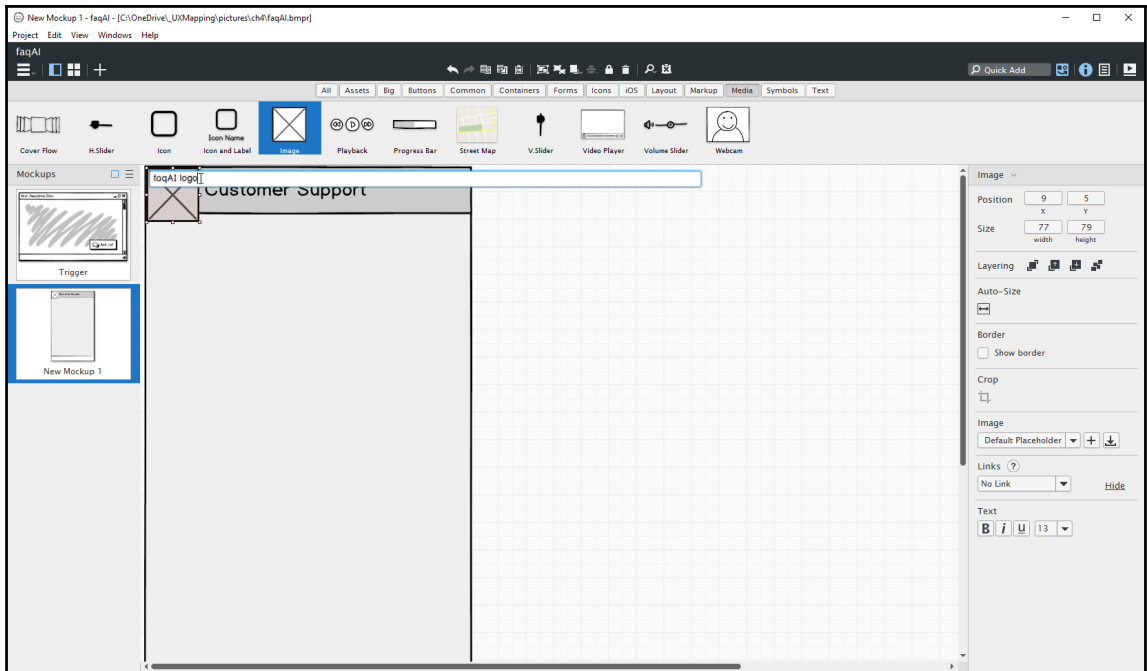


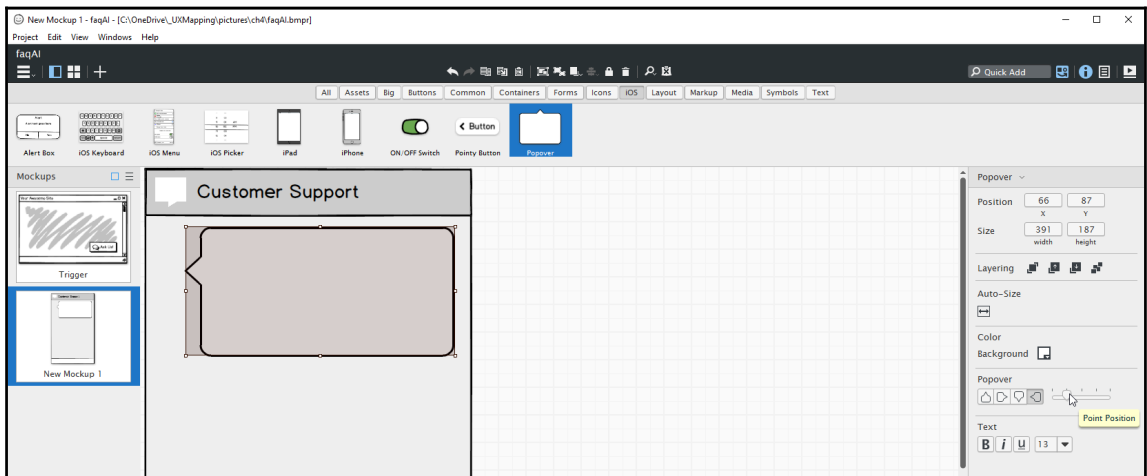
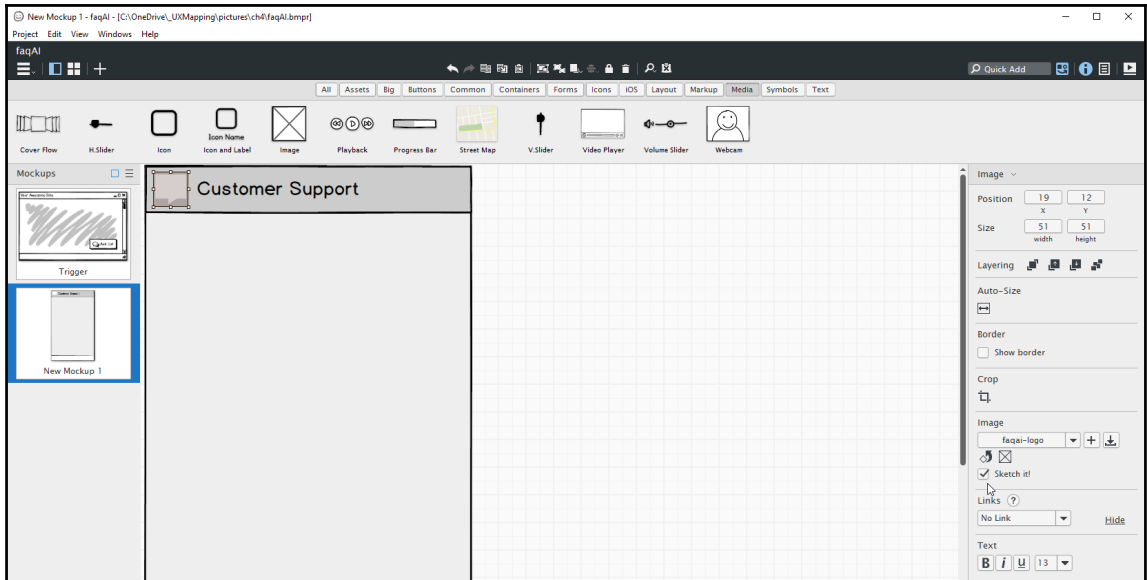
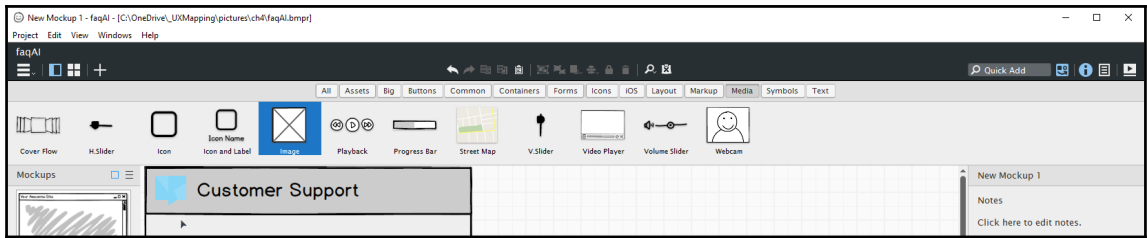


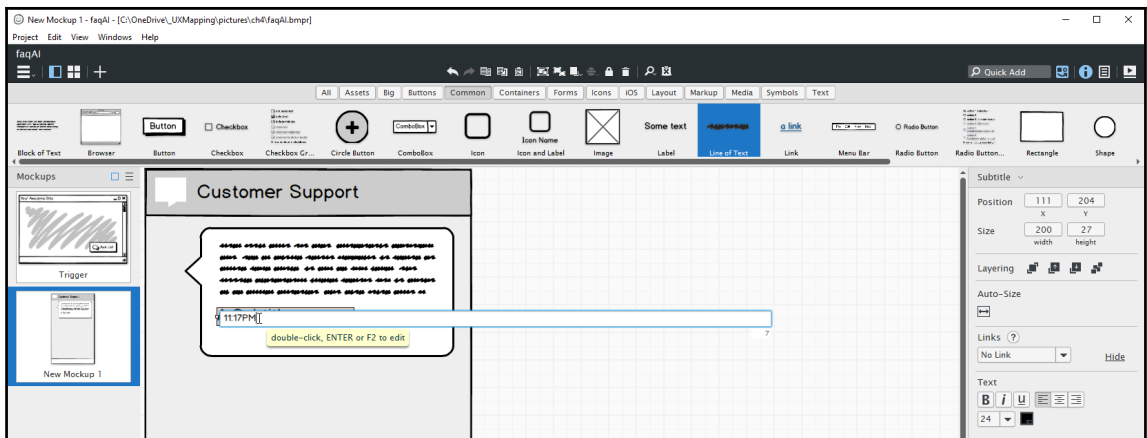
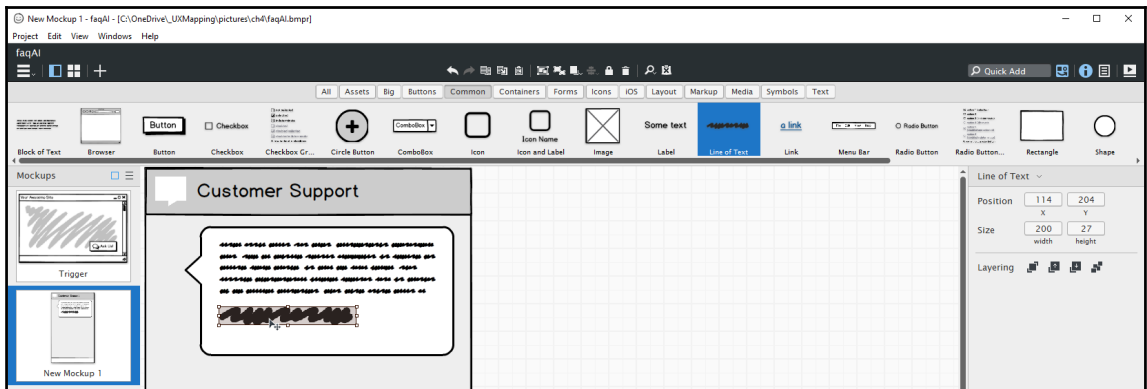
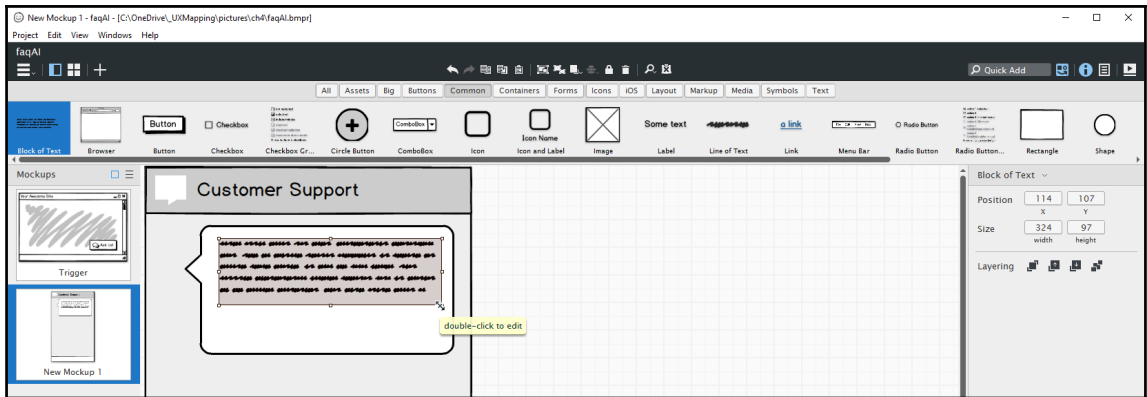


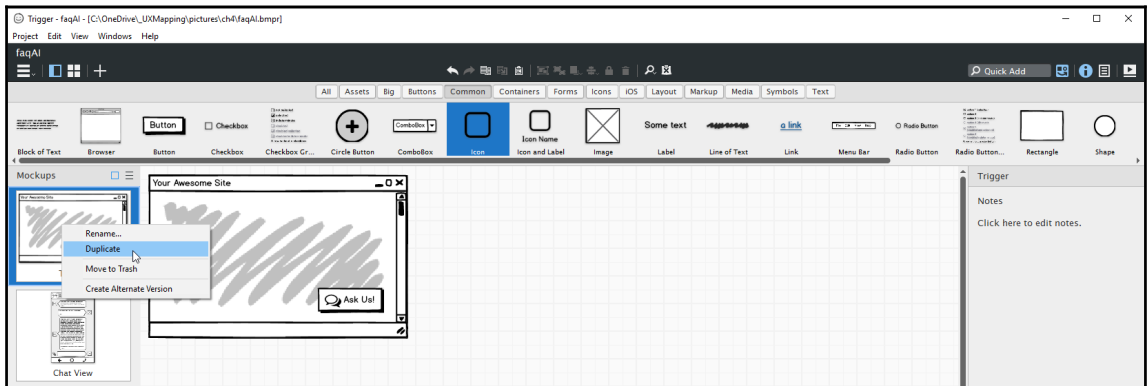
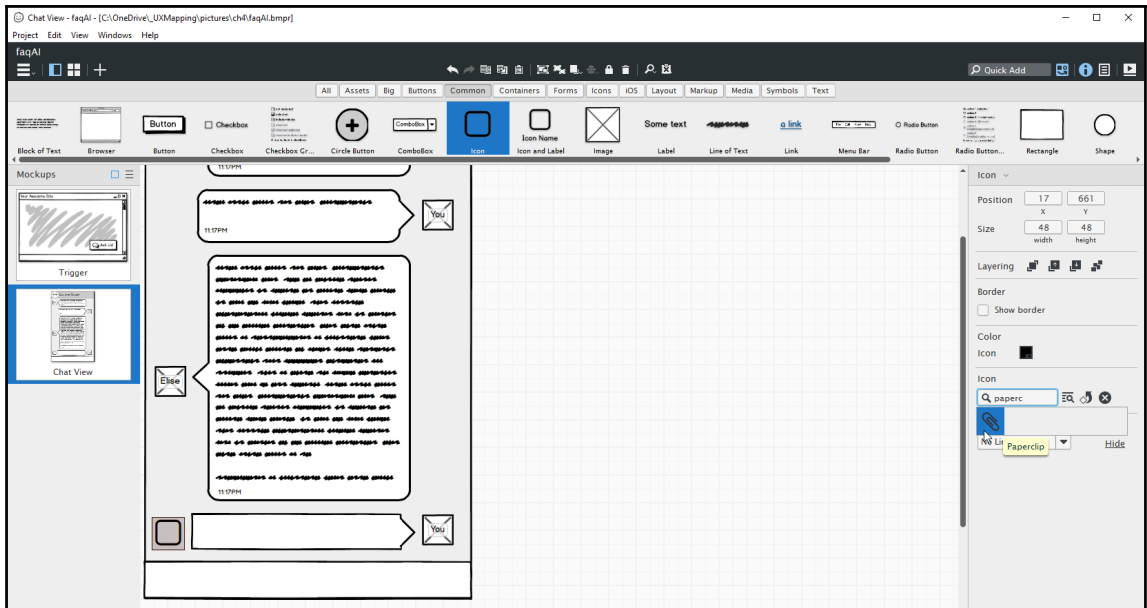


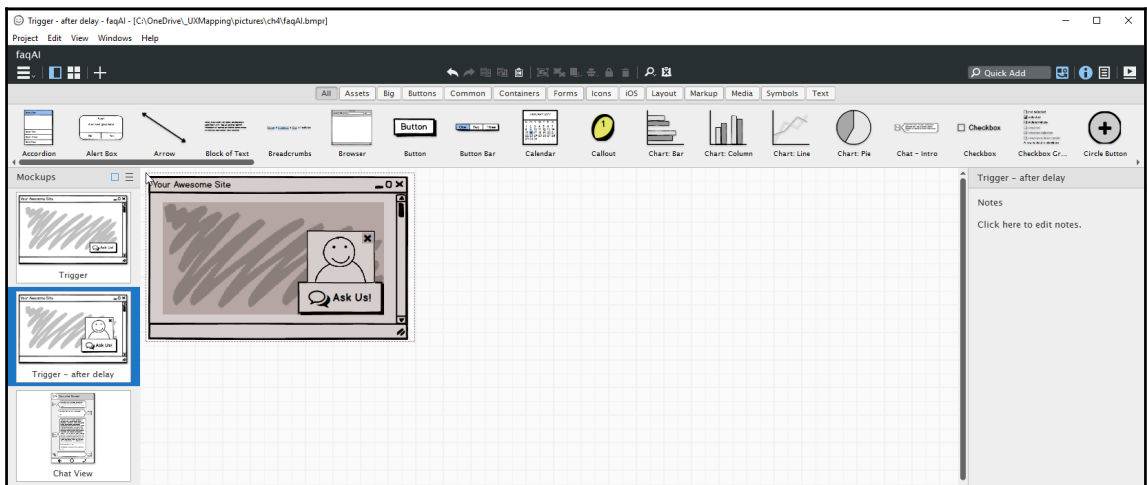
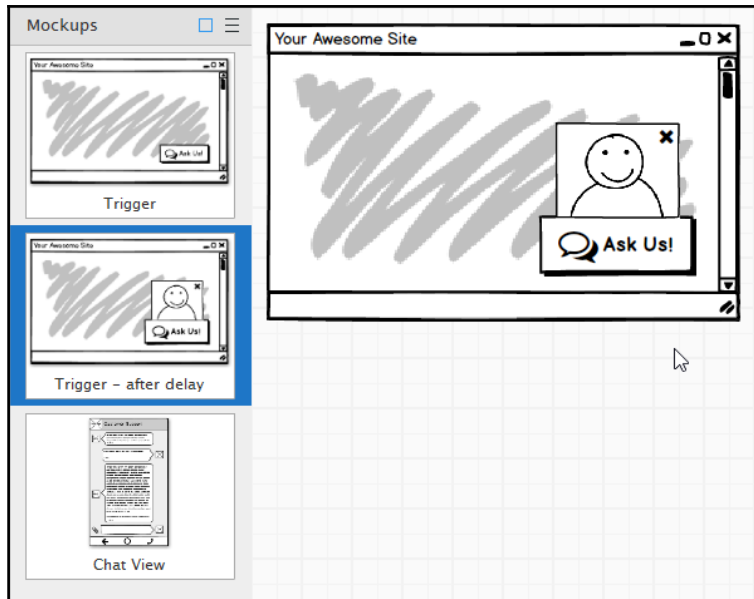


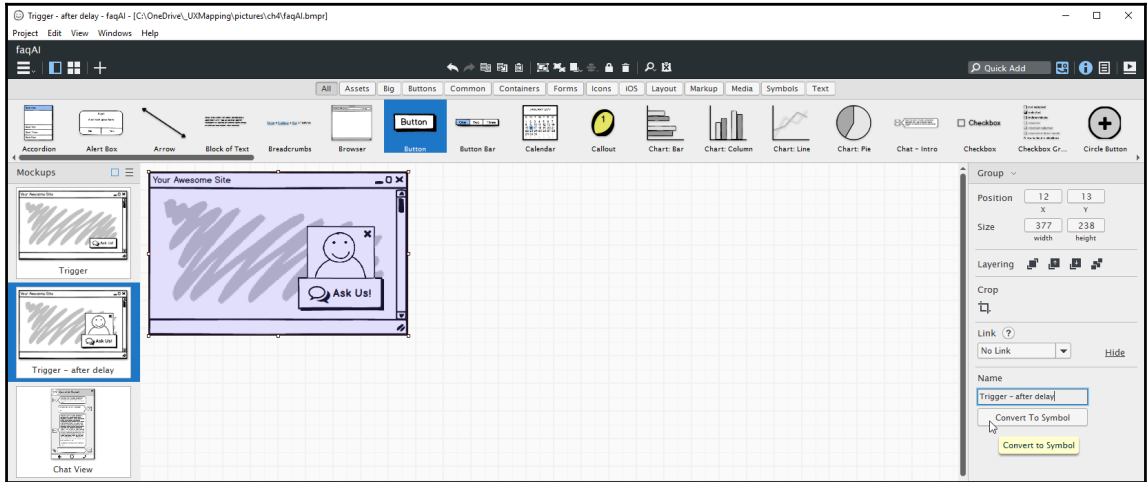
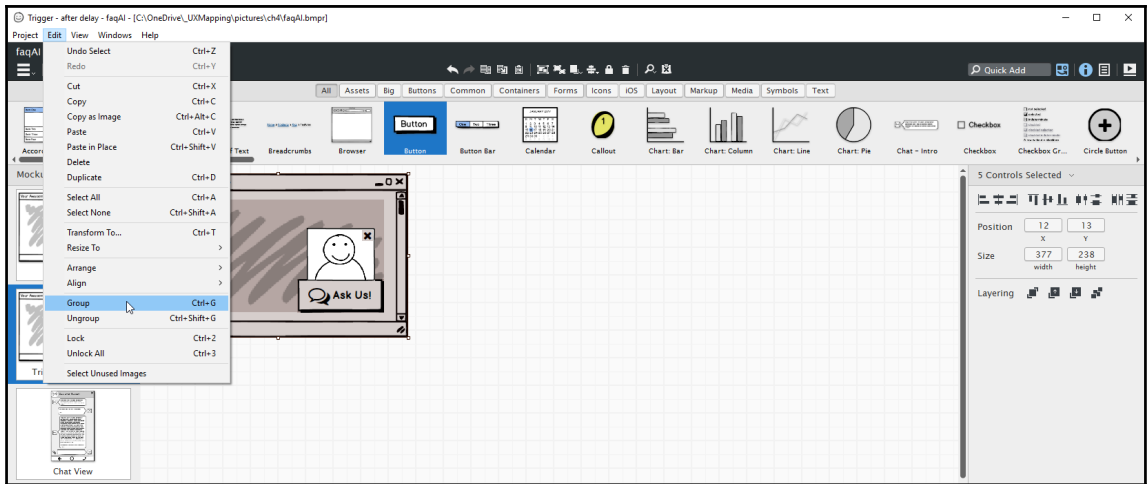


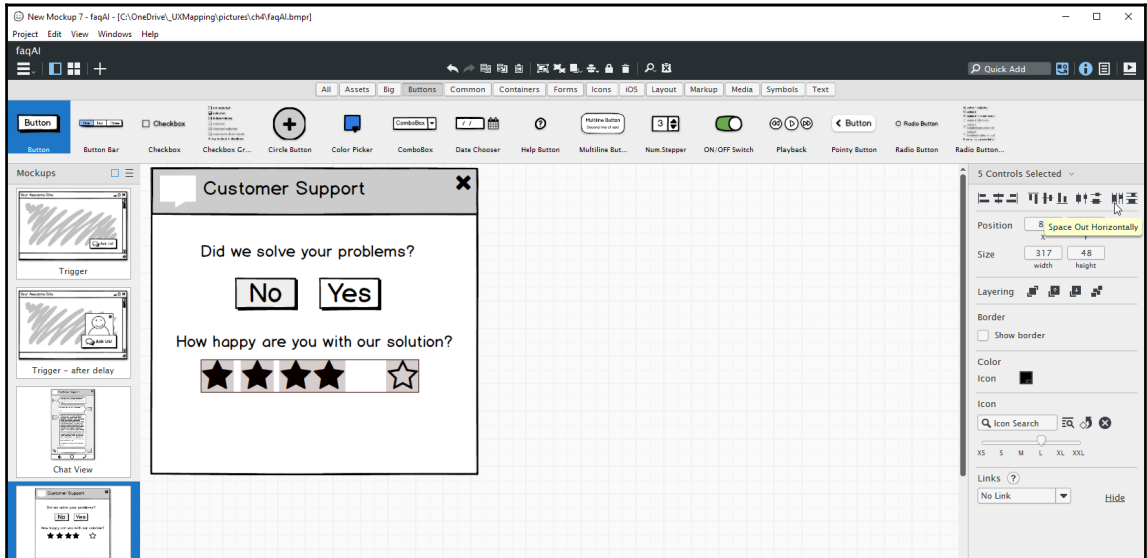
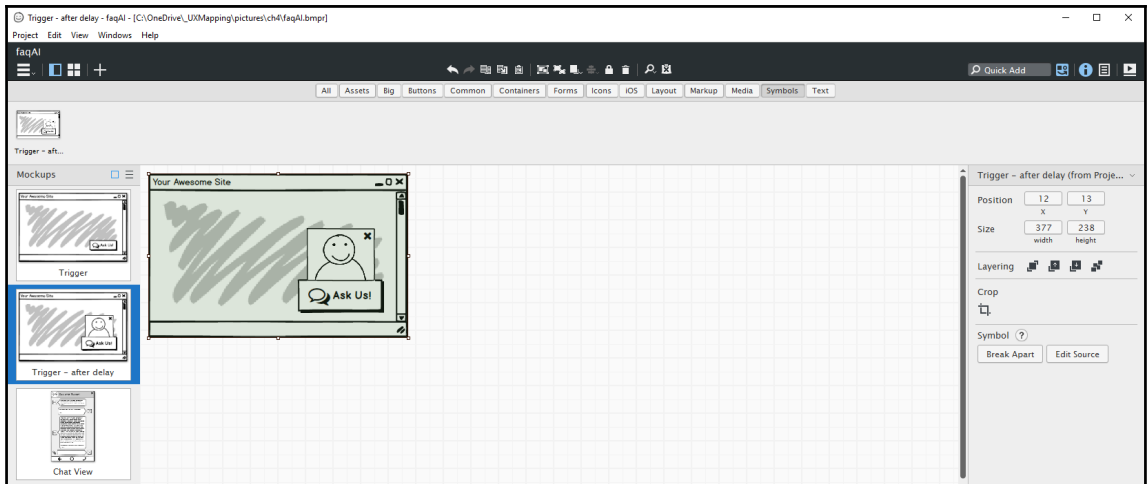


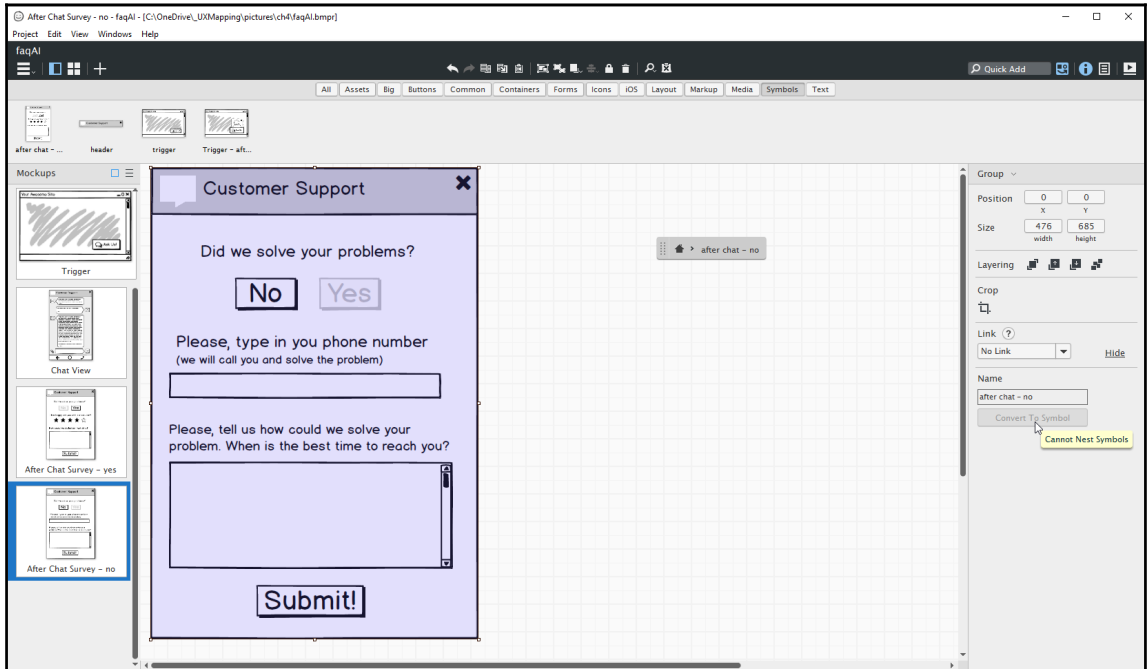
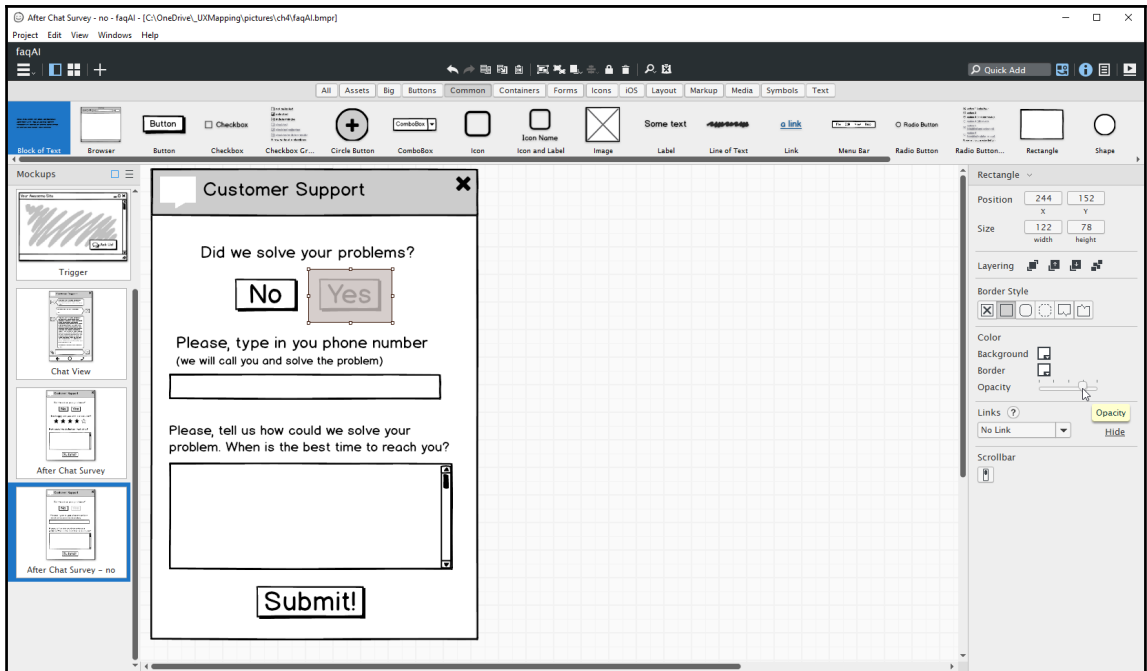


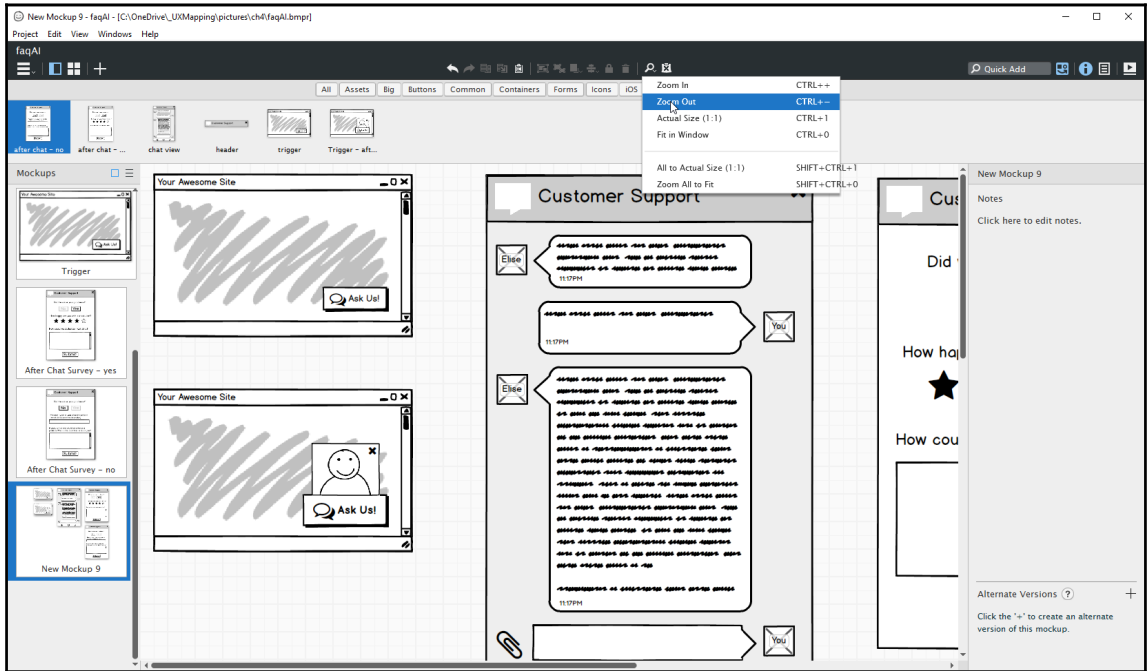
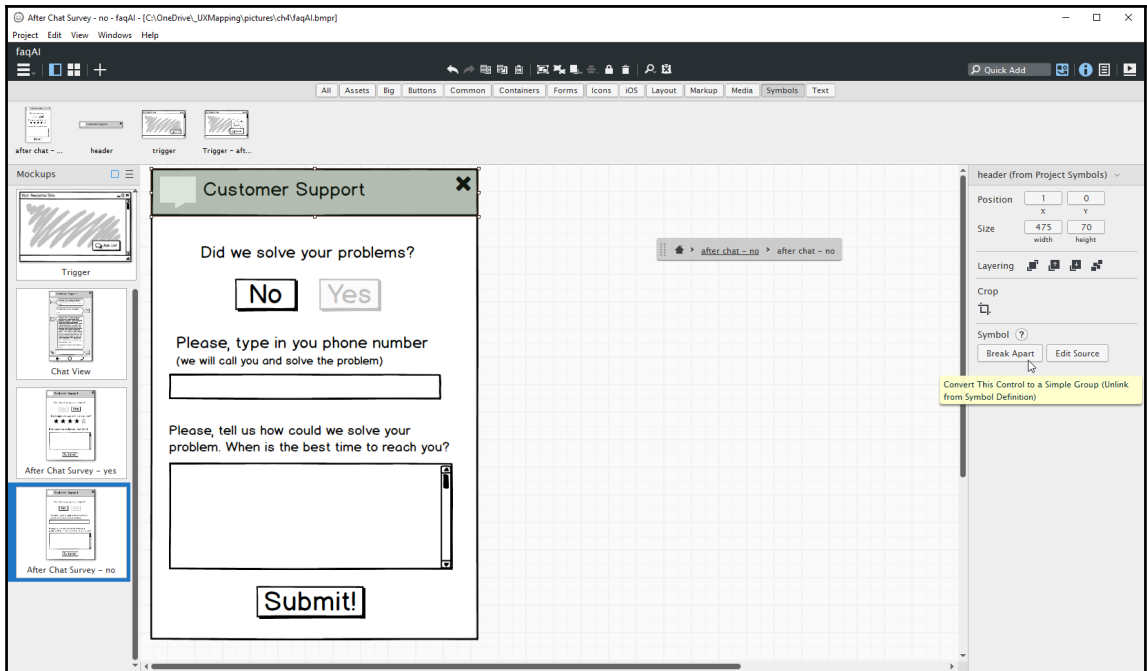


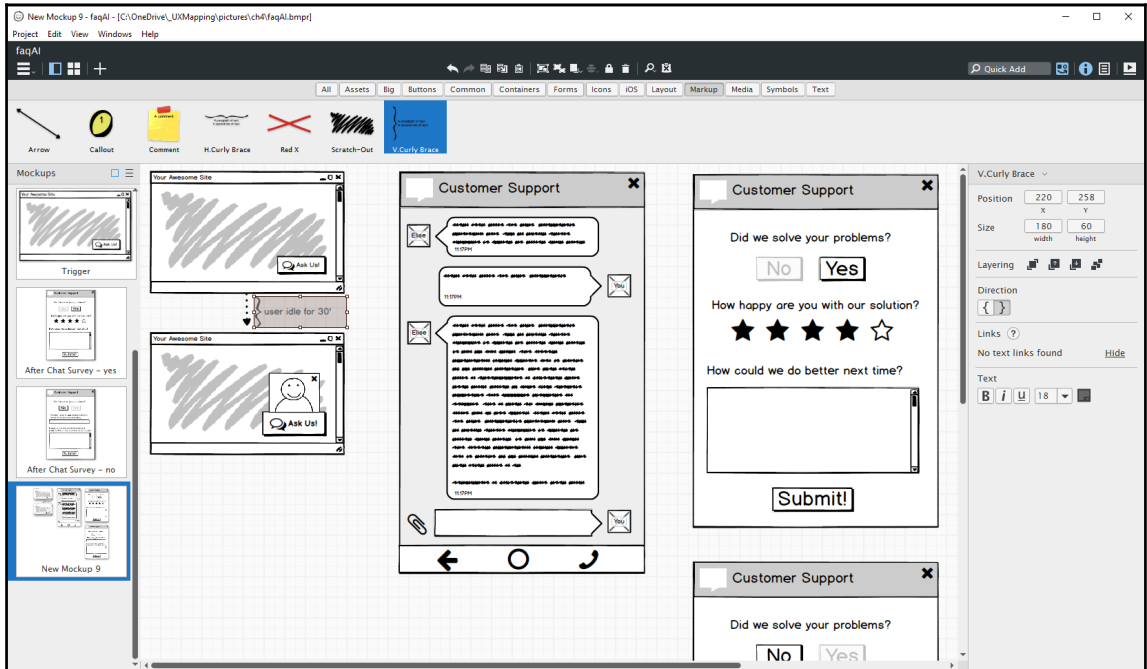
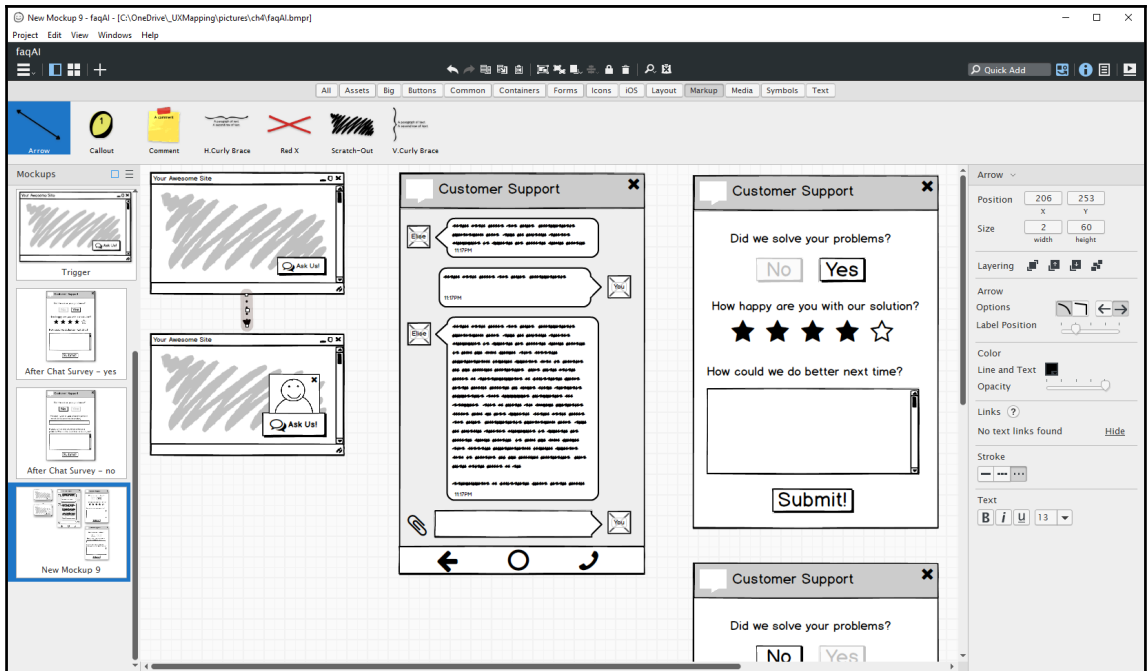


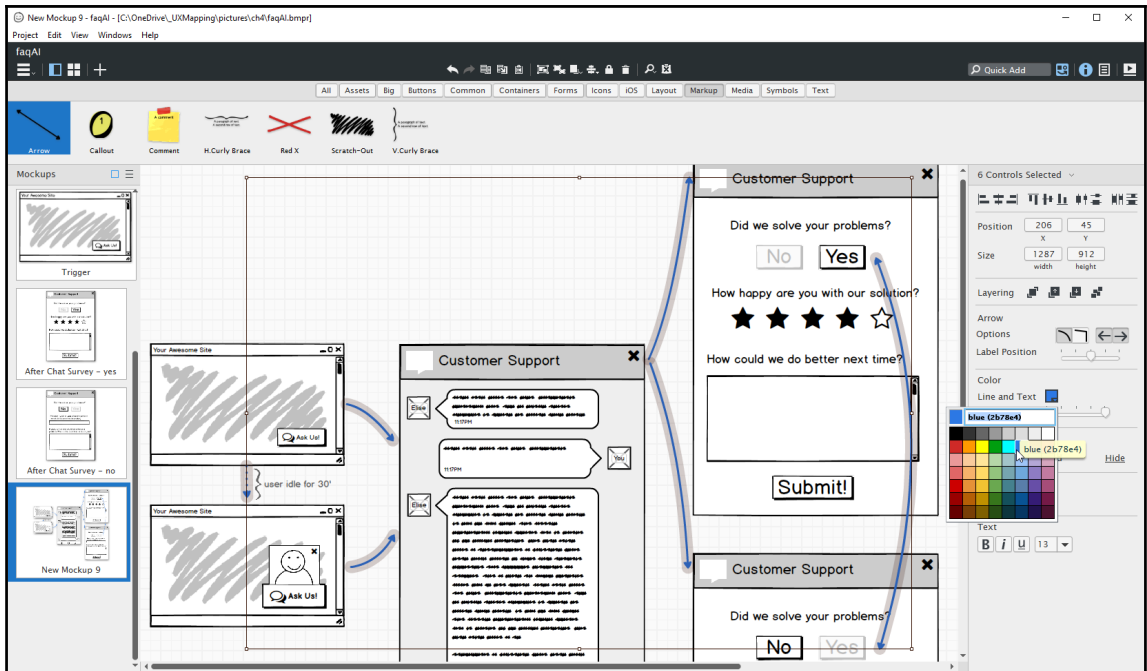


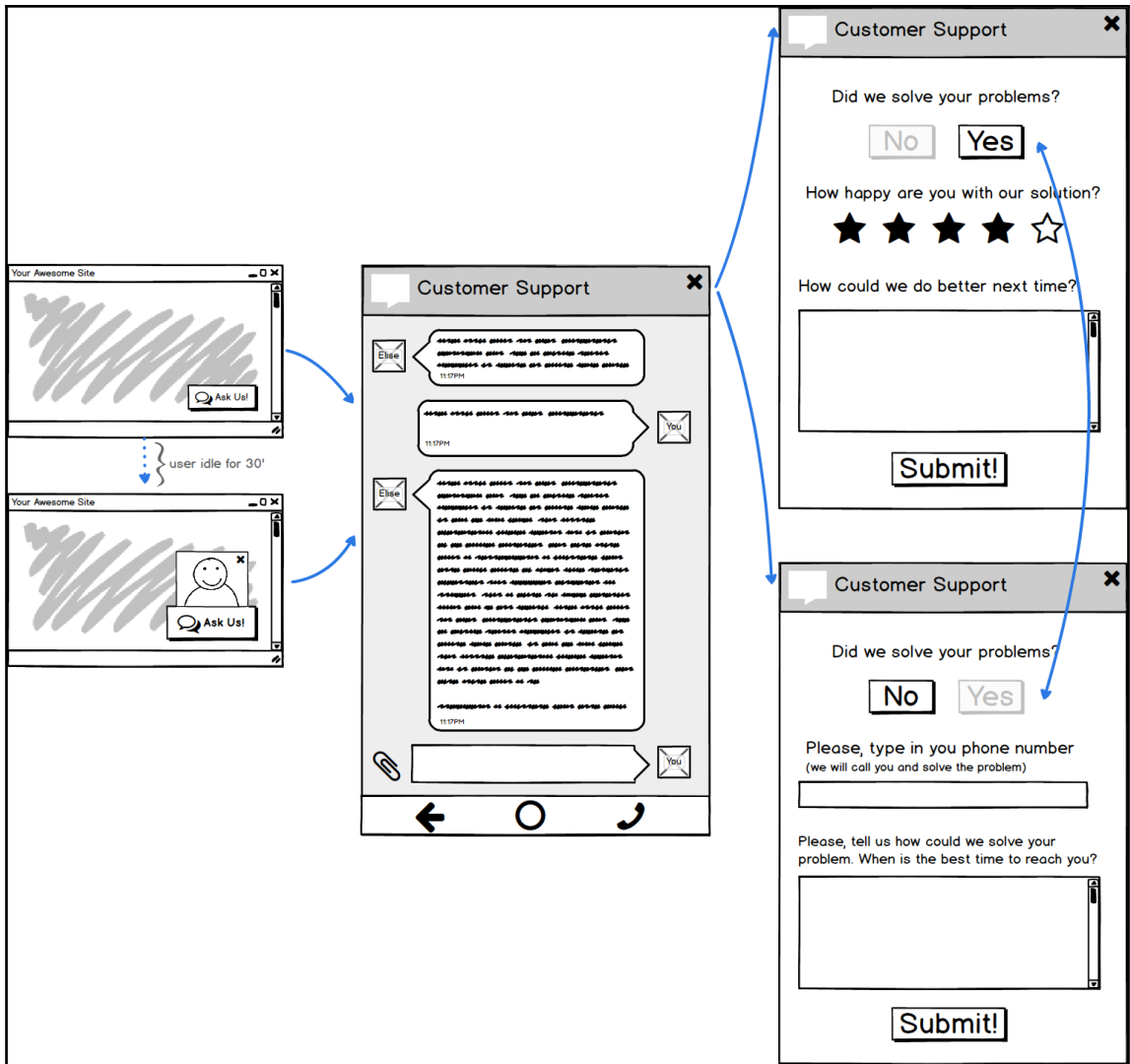


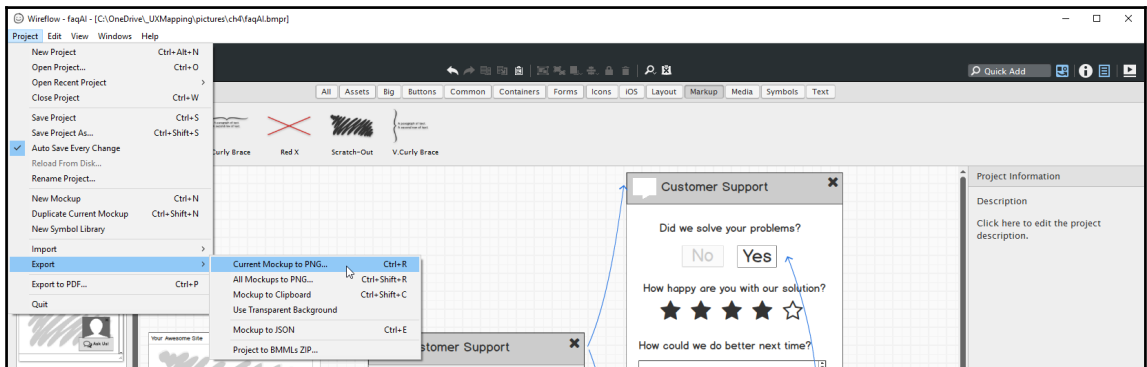
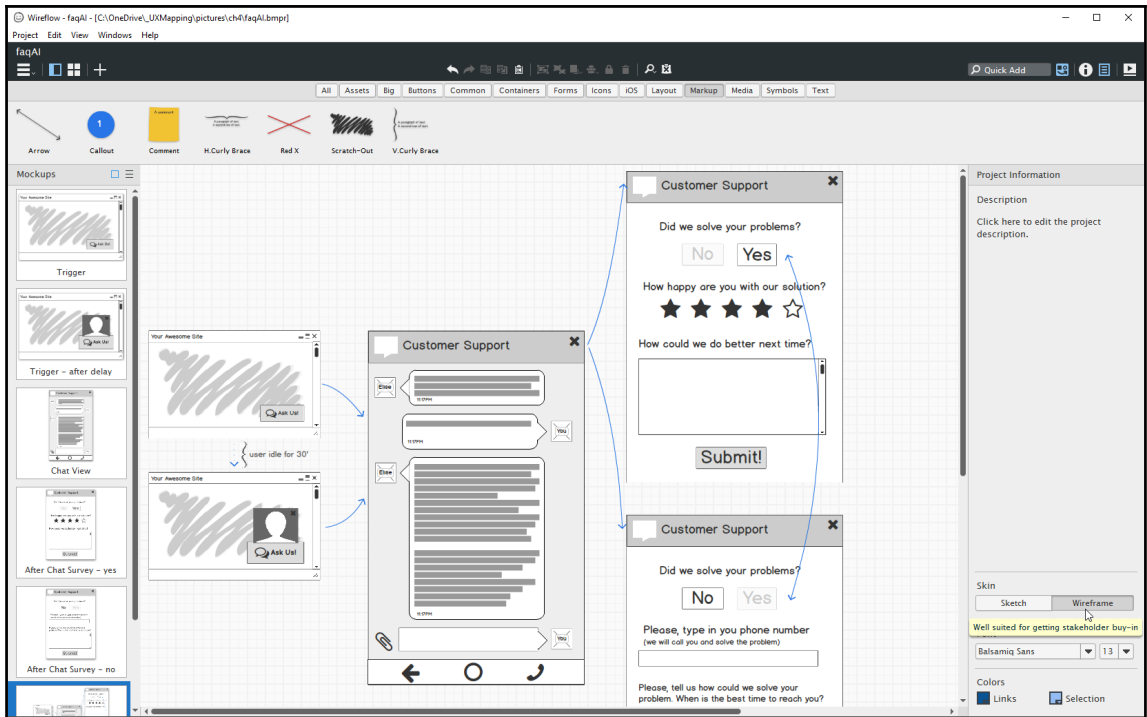


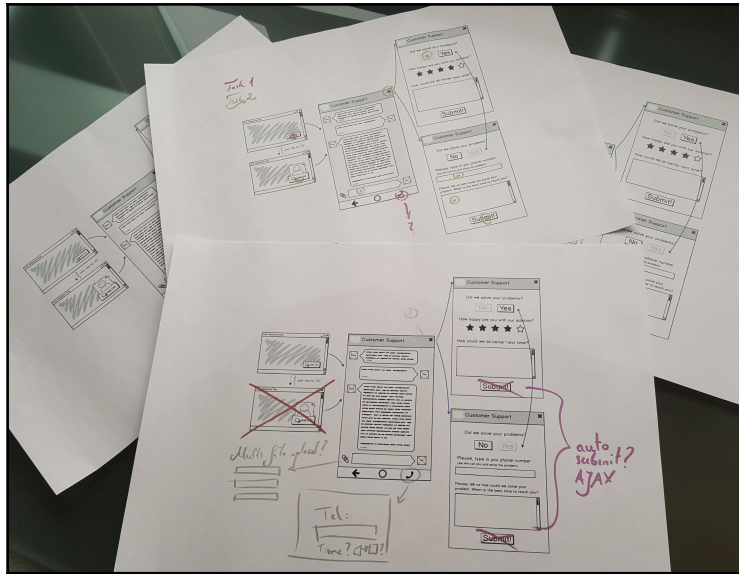




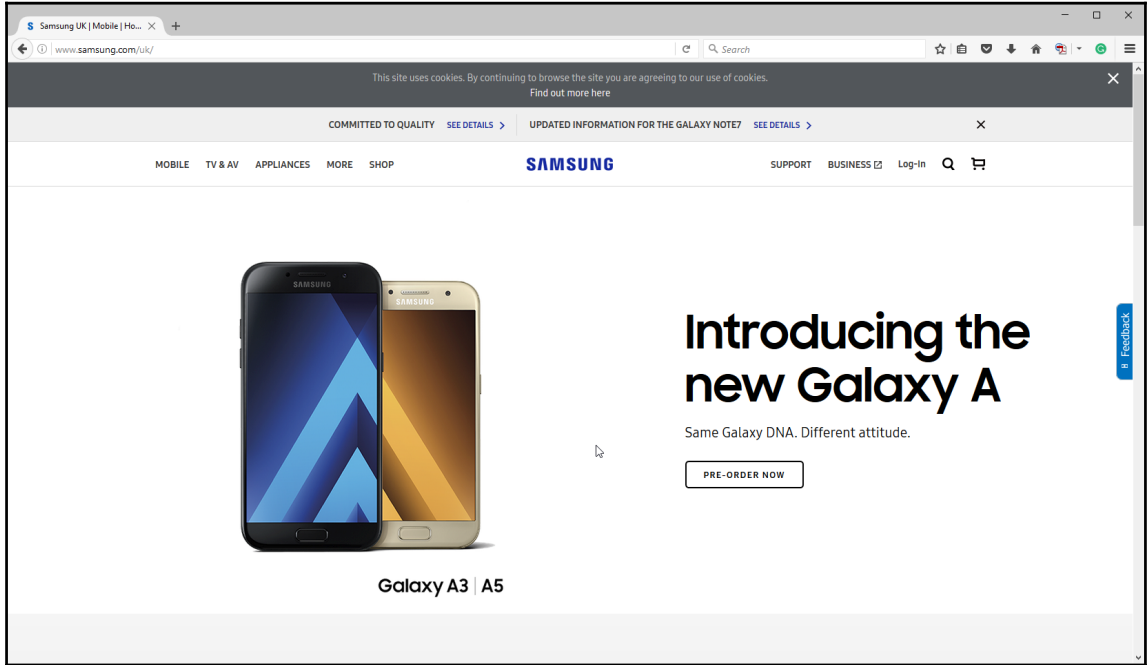


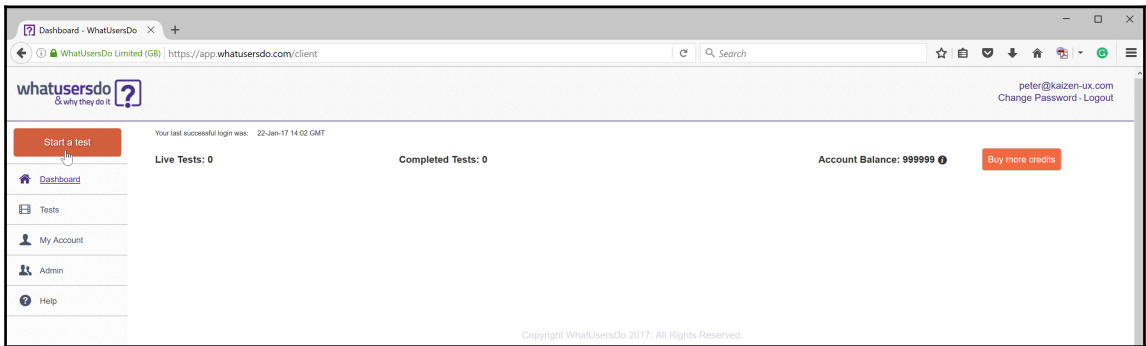
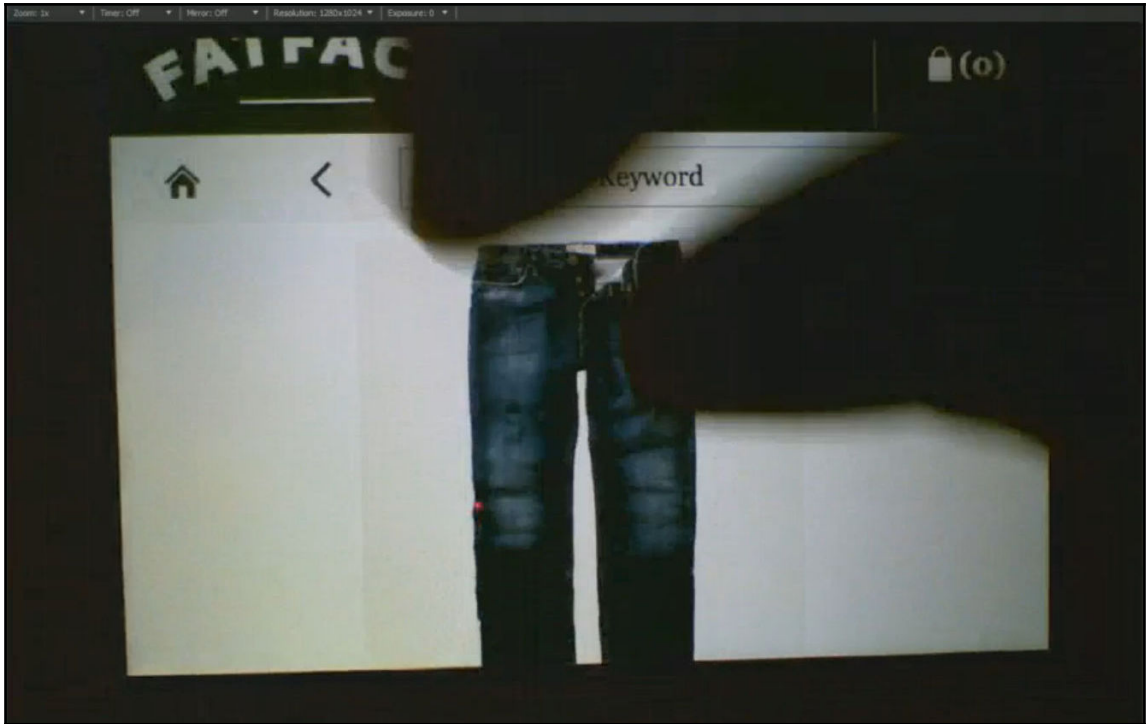


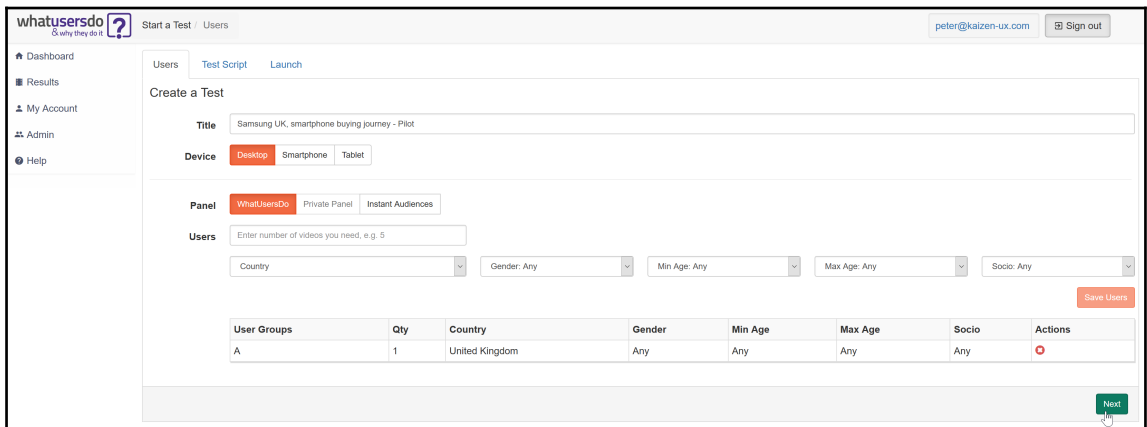
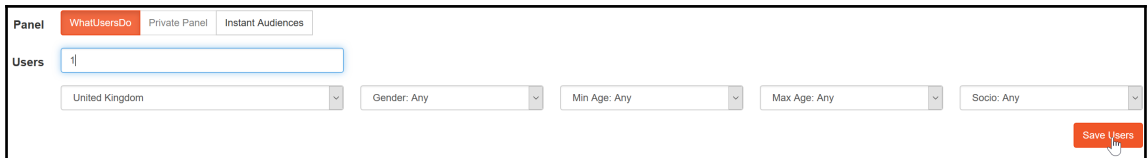
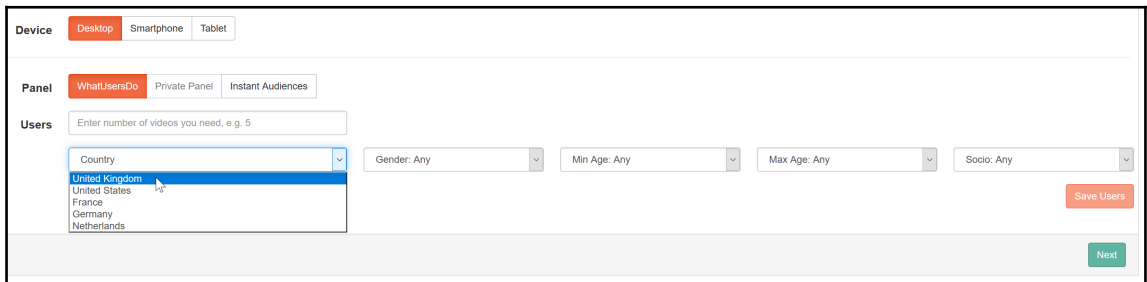
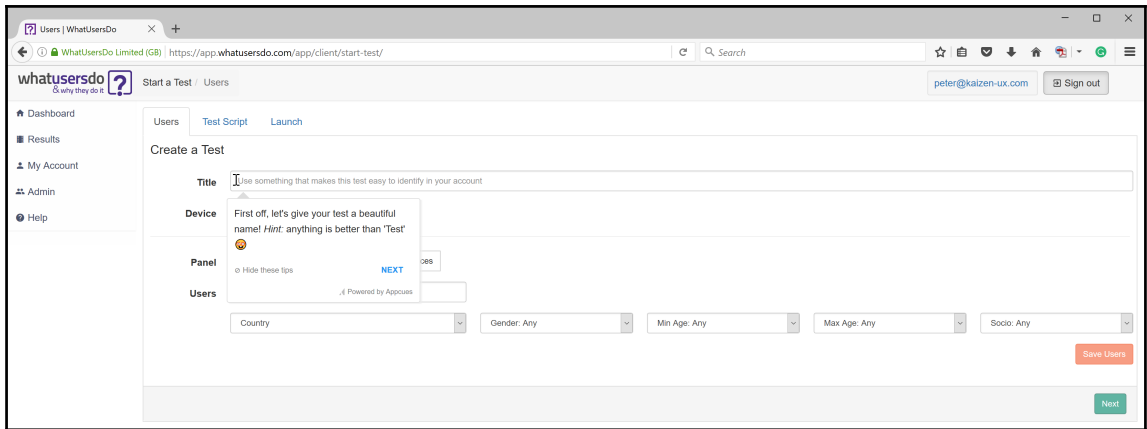


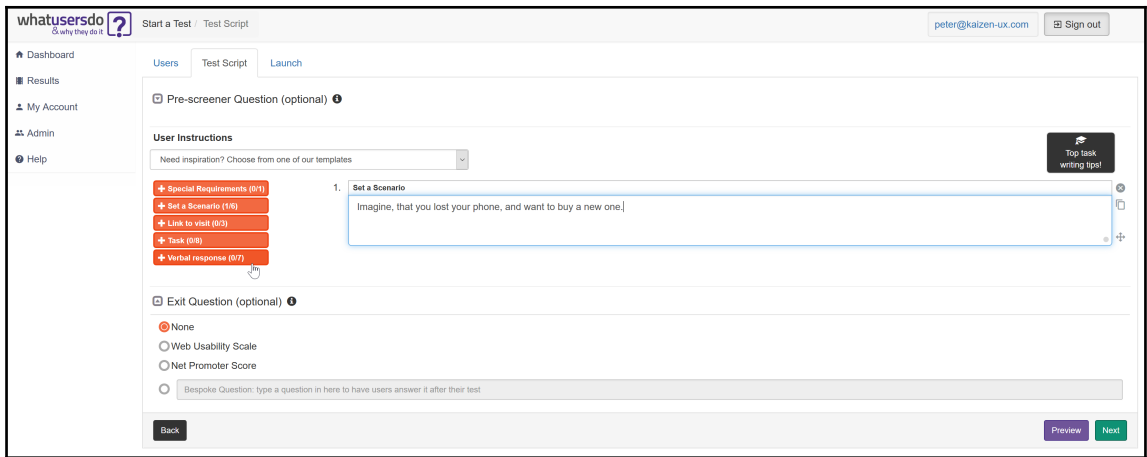
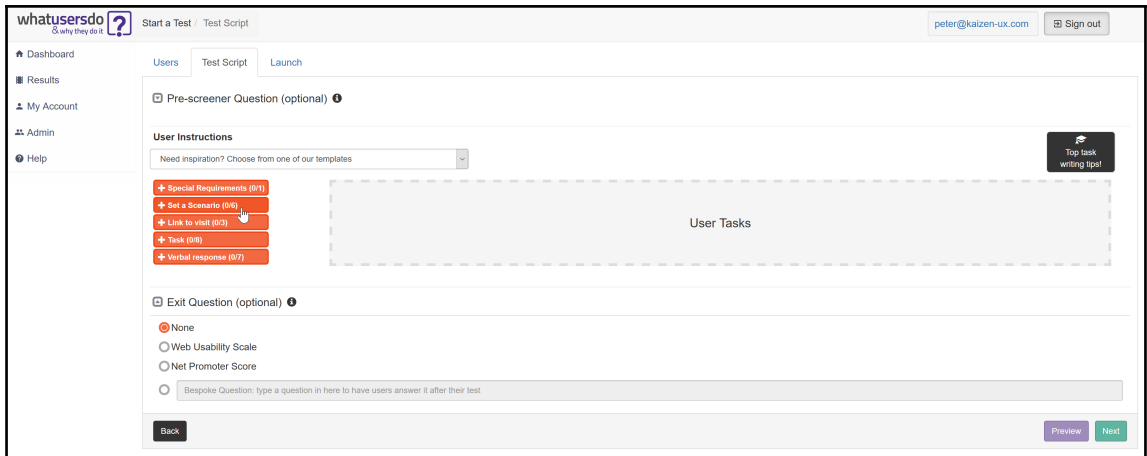


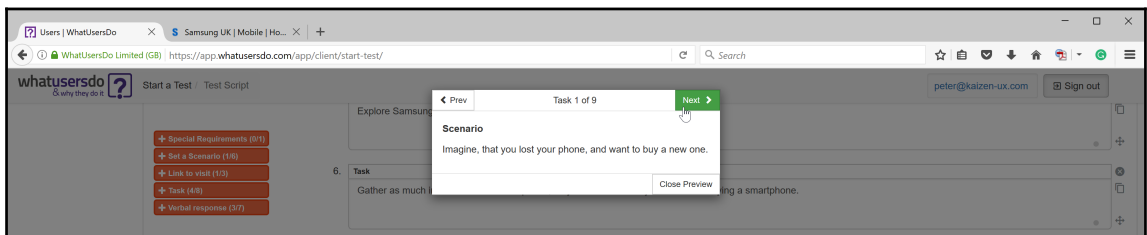
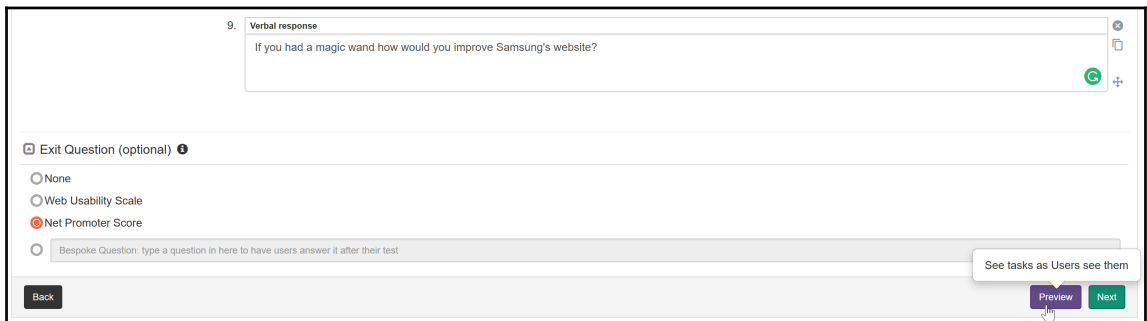
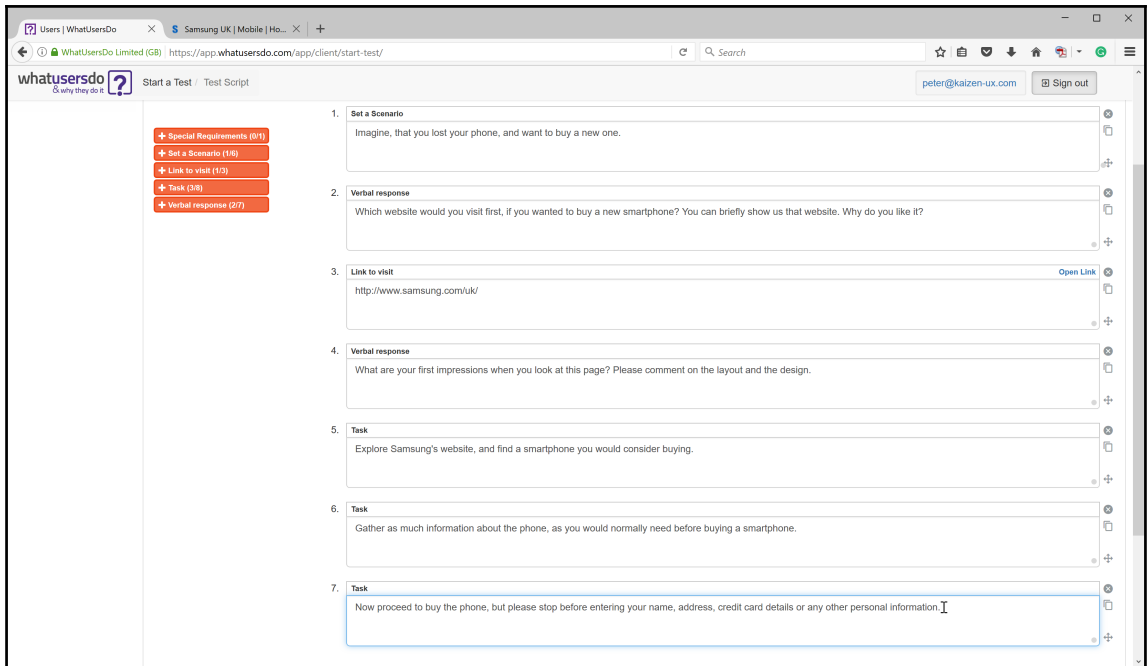
Chapter 5: Remote and Lab Tests for Map Creation











The screenshot shows the 'whatusersdo' web application interface. The top navigation bar includes the logo, 'Start a Test' and 'Launch' buttons, the user email 'peter@kaizen-ux.com', and a 'Sign out' button. A left sidebar contains navigation links: Dashboard, Results, My Account, Admin, and Help. The main content area is titled 'Check details before Launch' and shows the following configuration:

- Title:** Samsung UK, smartphone buying journey - Pilot
- Device:** Desktop
- Panel:** WhatUsersDo

Users	User Groups	Qty	Country	Gender	Min Age	Max Age	Socio
	A	1	United Kingdom	Any	Any	Any	Any

Pre-screener Question: None

Test Script:

- Set a Scenario:** Imagine, that you lost your phone, and want to buy a new one.
- Verbal response:** Which website would you visit first, if you wanted to buy a new smartphone? You can briefly show us that website. Why do you like it?
- Link to visit:** http://www.samsung.com/uk/
- Verbal response:** What are your first impressions when you look at this page? Please comment on the layout and the design.
- Task:** Explore Samsung's website, and find a smartphone you would consider buying.
- Task:** Gather as much information about the phone, as you would normally need before buying a smartphone.
- Task:** Now proceed to buy the phone, but please stop before entering your name, address, credit card details or any other personal information.
- Task:** Find a cover, case or other protection you would normally buy for the smartphone you have chosen.
- Verbal response:** If you had a magic wand how would you improve Samsung's website?

Exit Question: Net Promoter Score

At the bottom right, there are buttons for 'Back', 'Save Draft', 'Schedule Launch', and 'Launch'.

This screenshot shows the same 'whatusersdo' interface as above, but with a confirmation dialog box overlaid in the center. The dialog box is titled 'Info' and contains the message 'Your order has been launched'. There is an 'OK' button at the bottom right of the dialog box. The background content is dimmed.

whatusersdo
why they do it

Your last successful login was: 31-Jan-17 00:57 GMT

Start a test

Live Tests: 1 Completed Tests: 0 Account Balance: 999998 Buy more credits

Dashboard
Tests
My Account
Admin
Help

Live Tests

Launched	Test ID	Title	Device	Video Status	Actions
31-Jan-2017, 23:17	22957	Samsung UK, smartphone buying journey - Pilot Tasks	Desktop	Launched 0/1	View Results Clone Stop Test

Recently Completed Tests - [View all tests](#)

Launched	Test ID	Title	Device	Video Status	Actions
31-Jan-2017, 23:17	22957	Samsung UK, smartphone buying journey - Pilot Tasks	Desktop	Completed 1/1	View Results Clone

Test 22957 - WhatUsersDo

whatusersdo
why they do it

22957: Samsung UK, smartphone buying journey - Pilot

Download PDF Report
Download CSV
Videos: Completed

Metrics Videos Analysis Notes User Profiling Test Script Project

1 of 1 User Videos Completed

Show 10 entries Search

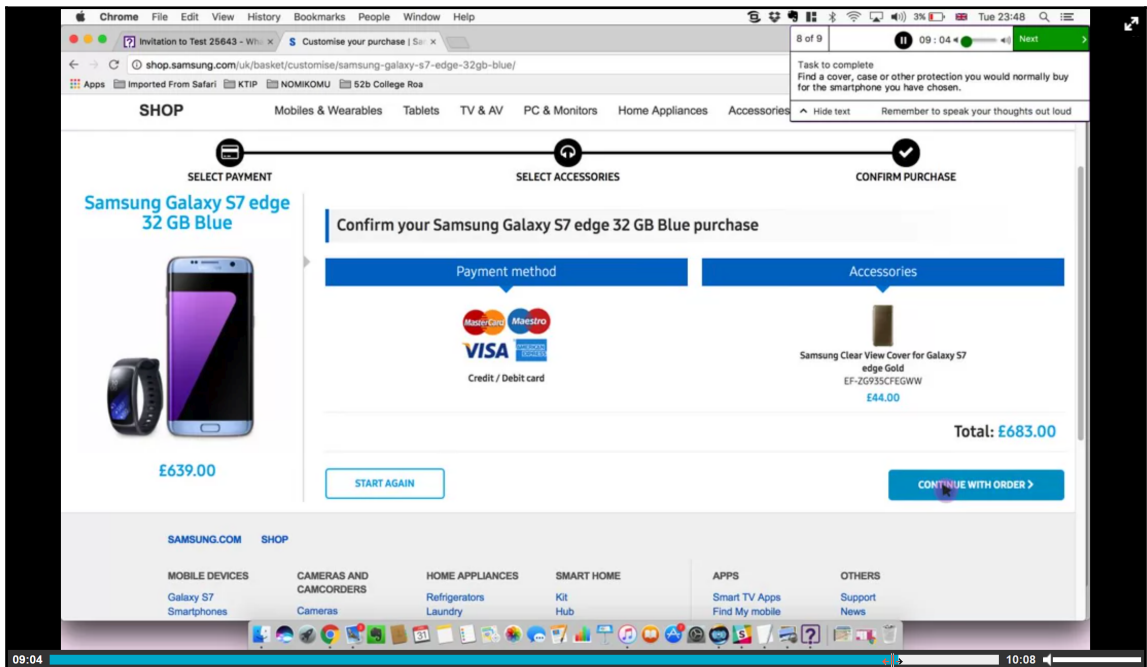
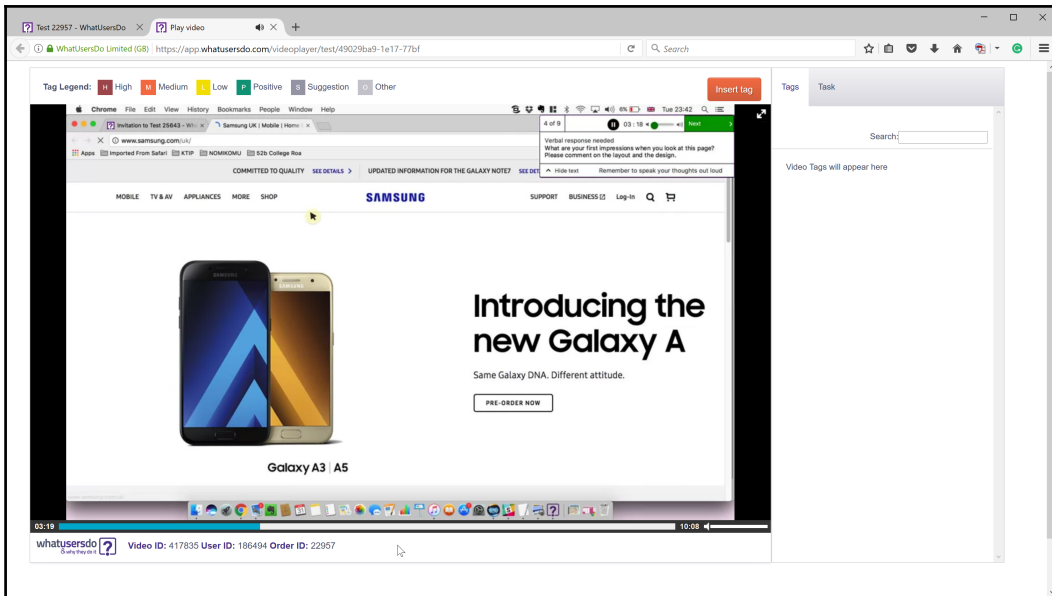
Play - 10m 8s | 31-Jan-2017, 23:30 | Download | Share | (Video ID: 417835)

User: 186 Video plays in new window. Please allow popups. Mac OS X 10 | Chrome 55 | 1440x900 | Replace | Rate User

NPS result: 8 Passive

Notes: Add

Showing 1 to 1 of 1 entries First Previous Next Last



Chapter 6: Solution Mapping Based on User Insights

Users selected for testing

Qty Users	Device	Country	Gender	Age	Socio
5	Desktop/laptop	United Kingdom	Any	18 - 35	A, B, C1

The screenshot shows the 'whatusersdo' web application interface. The top navigation bar includes the logo, a search bar with the text 'Start a Test / Test Script', the user email 'peter@kaizen-ux.com', and a 'Sign out' button. A left sidebar contains navigation links: Dashboard, Results, My Account, Admin, Contact Us, and Help & FAQ. The main content area has three tabs: 'Users', 'Test Script', and 'Launch'. The 'Test Script' tab is active, showing a 'Pre-screener Question (optional)' section. This section has three radio button options: 'None', 'Multiple choice (user chooses 1 correct answer)', and 'Checkboxes (user chooses all that apply)'. The 'Checkboxes' option is selected. Below the options is a text input field with the placeholder 'Enter your question text here...' and a red error message 'Please enter your question.' Below this is a 'Qualifying responses?' section with the instruction '(Tick to include users in your test)'. It contains three rows, each with a checkbox and a text input field: '1. Response ...', '2. Response ...', and 'None of the above applies to me/I'd rather not say'. Each row has a red asterisk icon in a box on the right. An 'Add response' button is located at the bottom right of the 'Qualifying responses?' section.

Advanced Profile

Question: How would you describe your holiday planning? What's important for you, when searching for a travel destination?

Show entries Search:

Answer	Qualify Answer	No of Answers
I'm budget conscious, I usually look for the best deal when traveling.	No	7
I'm an adventure seekers, looking for the adventure wherever I go.	Yes	7
I'm a foodie, looking for great food and culinary pleasures.	No	2
I just want to take great photos to post on Instagram, Facebook or other social network.	No	0
I'm inexperienced. I haven't travelled outside of UK before.	No	0
None of the above applies to me/I'd rather not say	No	0

Metrics	Videos	Analysis	Notes	User Profiling	Test Script	Project
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User Instructions

1. Set a Scenario
Imagine, that you want to go to an adventure abroad.

2. Task
Find an adventure using any travel site. You can use your favourite travel site, or start from Google. Whichever is more natural for you.

3. Link to visit
<https://www.contiki.com/uk>

4. Task
What are your first impressions when you look at this page? Please comment on the layout and the design.

5. Verbal response
Where do you think recommendations for adventure seekers should be on this site? What do you expect to find there?

6. Task
Find another adventure, now using Contiki's website.

7. Verbal response
If you had a magic wand how would you improve Contiki's website?

Tag Legend: **H** High **M** Medium **L** Low **P** Positive **S** Suggestion **O** Other

Chrome File Edit View History Bookmarks People Window Help

www.samsung.com/uk/smartphones/galaxy-s7/overview/

COMMITTED TO QUALITY SEE DETAILS > UPDATED INFORMATION FOR THE GALAXY NOTE7 SEE DET

MOBILE TV & AV APPLIANCES MORE SHOP **SAMSUNG** SUPPORT BUSINESS Log-in

Rethink what a phone can do

BUY NOW

Feedback

05:23 10:08

whatusersdo Video ID: 417835 User ID: 186494 Order ID: 22957

A screenshot of a web browser displaying the Samsung UK website for the Galaxy S7. The browser's address bar shows the URL 'www.samsung.com/uk/smartphones/galaxy-s7/overview/'. The page features a navigation menu with categories like 'MOBILE', 'TV & AV', 'APPLIANCES', 'MORE', and 'SHOP'. The Samsung logo is prominently displayed in the center. Below the logo, the text 'Rethink what a phone can do' is visible, along with a 'BUY NOW' button. A blue 'Feedback' button is located on the right side of the page. An orange 'Insert tag' button is overlaid in the top right corner of the browser window. The browser's status bar at the bottom shows the time as 05:23 and 10:08. At the very bottom of the image, there is a footer with the text 'whatusersdo Video ID: 417835 User ID: 186494 Order ID: 22957'.

Tag Legend: **H** High **M** Medium **L** Low **P** Positive **S** Suggestion **O** Other Insert tag

Chrome File Edit View History Bookmarks People Window Help

www.samsung.com/uk/smartphones/galaxy-s7/overview/

COMMITTED TO QUALITY SEE DETAILS > UPDATED INFORMATION FOR THE GALAXY NOTE7 SEE DET

MOBILE TV & AV APPLIANCES MORE SHOP **SAMSUNG**

Add new tag

Title

Please choose a tag type

Comment

Start Time 05 : 24 Use current time

End Time 05 : 34 Use current time

Delete Preview Submit

Task to complete: Explore Samsung's website, and find a smartphone you would consider buying.

05:24 10:08

whatusersdo Video ID: 417835 User ID: 186494 Order ID: 22957

Tag Legend: **H** High **M** Medium **L** Low **P** Positive **S** Suggestion **O** Other Insert tag

www.contiki.com/uk/en

Earn up to 2% Cash Back at Contiki

TRIPS WHERE WE GO WHAT WE DO WHO WE ARE DEALS

RESOURCES: Order a brochure, Travel Tips, FAQ, Contiki Store

COMMUNITY: Live-tweet, Reviews, Forum

ABOUT: Contact Us, Jobs, Affiliates, Press

CONTACT NEWSLETTER SHARE

TOP REGIONS

Edit tag

Nav - Top Regions partially hidden

Medium

The absolute positioned TOP REGIONS menu is partially hidden. The user thinks it's a scrolling issue: "[...] there is something there, but I don't know what it is, I don't know how to scroll".

Start Time 03 : 07 Use current time

End Time 03 : 14 Use current time

Delete Preview Submit

Task to complete: What are your first impressions when you look at this page's design.

Tags Task

- M** Nav - Top Regions partially hidden 0m 7s
- S** Find recommendations - Adventure seekers 0m 23s
- P** Tour Description Page - Layout and Colours 0m 13s
- M** Deals page - layout 0m 20s

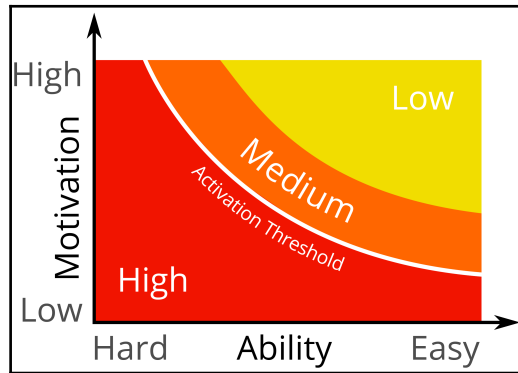
03:07 09:14

whatusersdo Video ID: 418018 User ID: 95396 Order ID: 22958

The screenshot shows a web browser displaying the Contiki website. A central dialog box titled "Edit tag" is open, showing a dropdown menu for "Please choose a tag type" with options: High, Medium, Low, Positive, Suggestion, and Other. The "High" option is selected. The dialog also includes fields for "Start Time" (02:25) and "End Time" (02:44), and buttons for "Delete", "Preview", and "Submit".

On the right side, a "Tags" sidebar lists several tags with their respective counts and user comments:

- First Impressions - Too busy** (0m 19s): "It's a little bit crowded, I appreciate it that it's quite bright and eye-catching. That's good but having the videos and pictures and things starting straight away, [...] it's hard for me to focus on anything specifically".
- Improvements** (0m 9s): "The user suggests making the website less crowded".
- Recommendations - Adventure seekers** (0m 34s): "The user says they would find the recommendations under 'Trips' or 'Where we go' and they expect to find a list of destinations, prices and a guide to cheaper places to stay depending on what they are looking for".
- Find adventure - Trips - Too busy page** (0m 16s): "The user first clicks on 'Trips' and finds the page crowded, comments: 'Lots of colour. It's good to be bright, but it's a bit busy'".



Test 22958 - WhatUsersDo

WhatUsersDo Limited (GB) https://app.whatusersdo.com/client/tests/22958

whatusersdo
why they do it

Start a test

22958: Contiki Adventure - koo1 - Desktop

Download PDF Report

Download CSV

Videos: Completed

Watch a playlist of 37 video tags

WhatUsersDo Playlist

Number of users affected:

Metrics Videos Analysis Notes User Profiling Test Script Project

5 of 5 User Videos Completed

Show 10 entries Search:

Play - 9m 14s | 01-Feb-2017, 15:09 | Download | Share | (Video ID: 418018)

User: 95396 | female | 26 years old | GB | Win10 10.0 | Chrome 55 | 1536x864 | Replace | User rating: good

NPS result: 9 Promoter

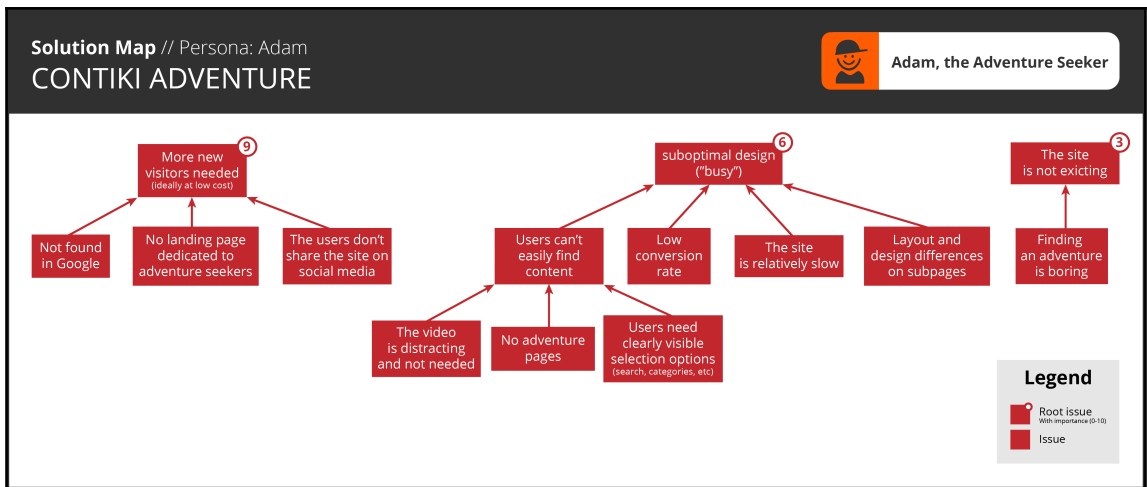
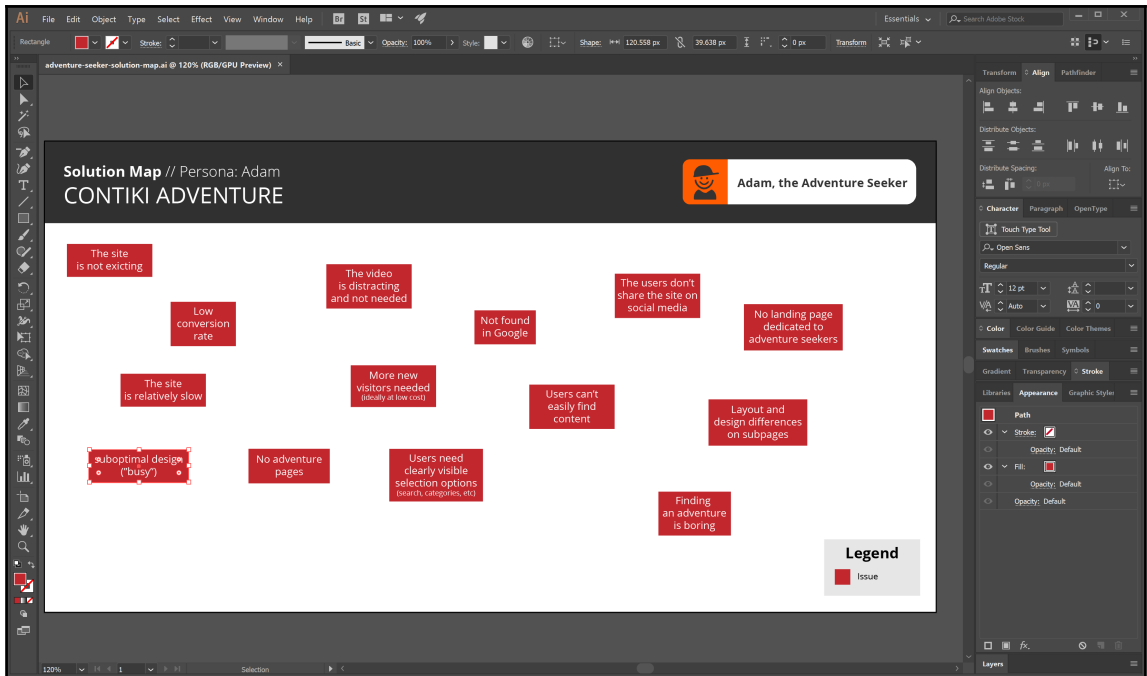
Notes: The user pointed out that the 'Deals' page had a different layout which made them a bit confused. | Edit

Play - 7m 49s | 01-Feb-2017, 10:23 | Download | Share | (Video ID: 417899)

User: 132496 | female | 23 years old | GB | Win8.1 6.3 | Chrome 55 | 1280x800 | Replace | User rating: good

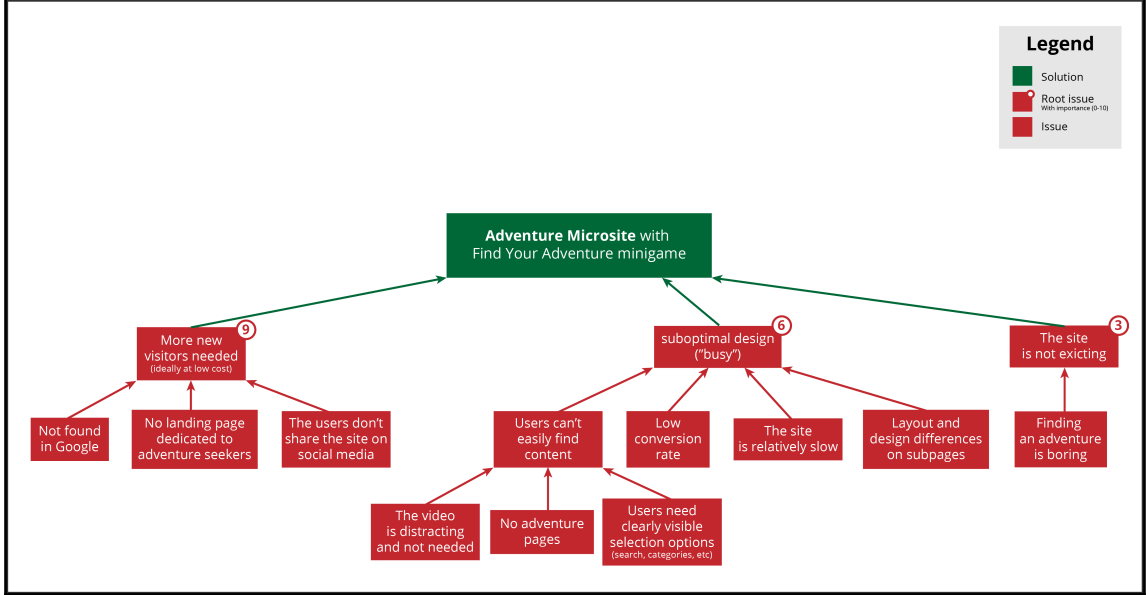
NPS result: 3 Detractor

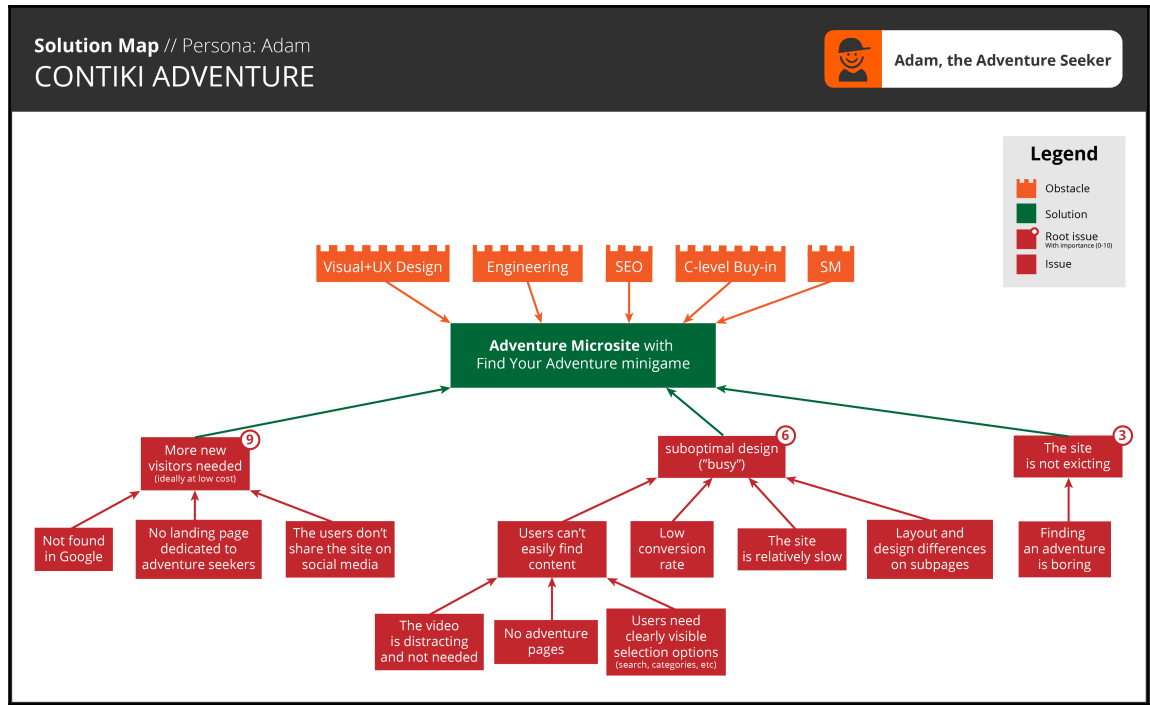
https://app.whatusersdo.com/videooplayer/playlist/22958

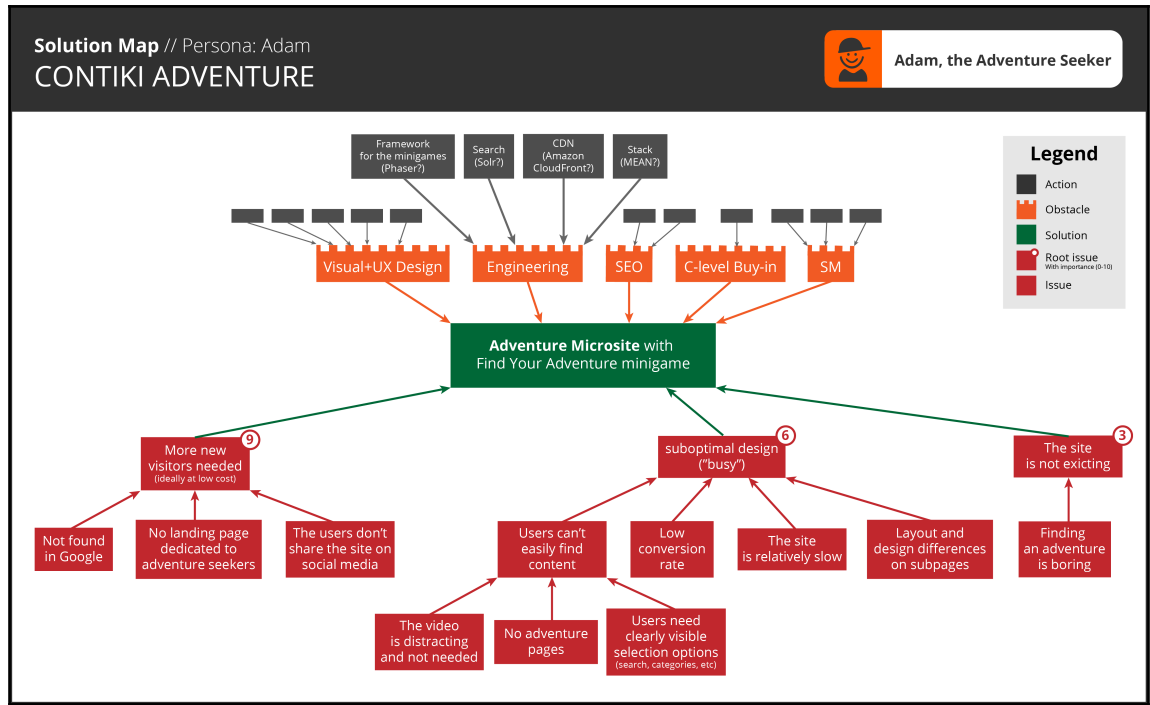


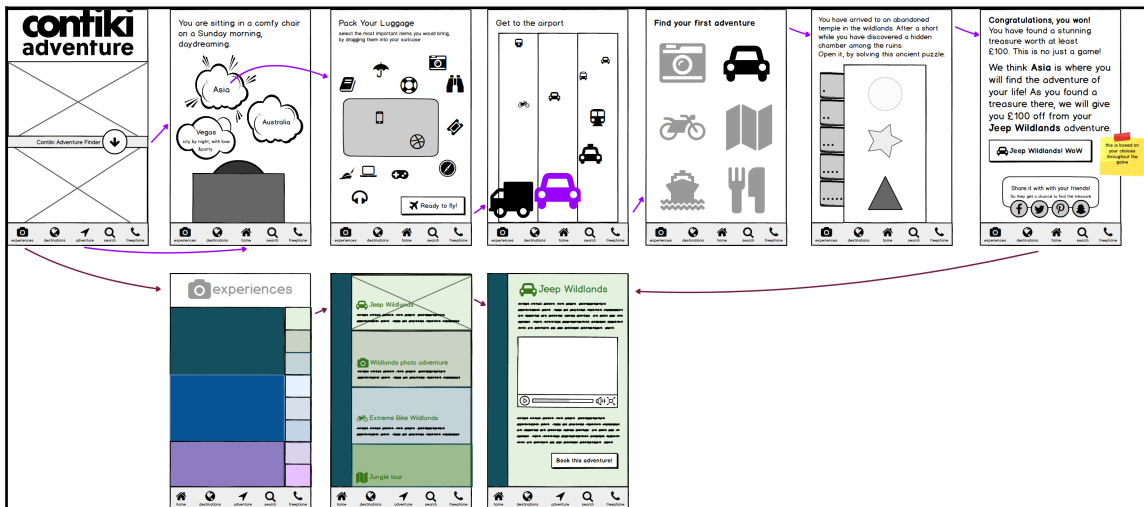
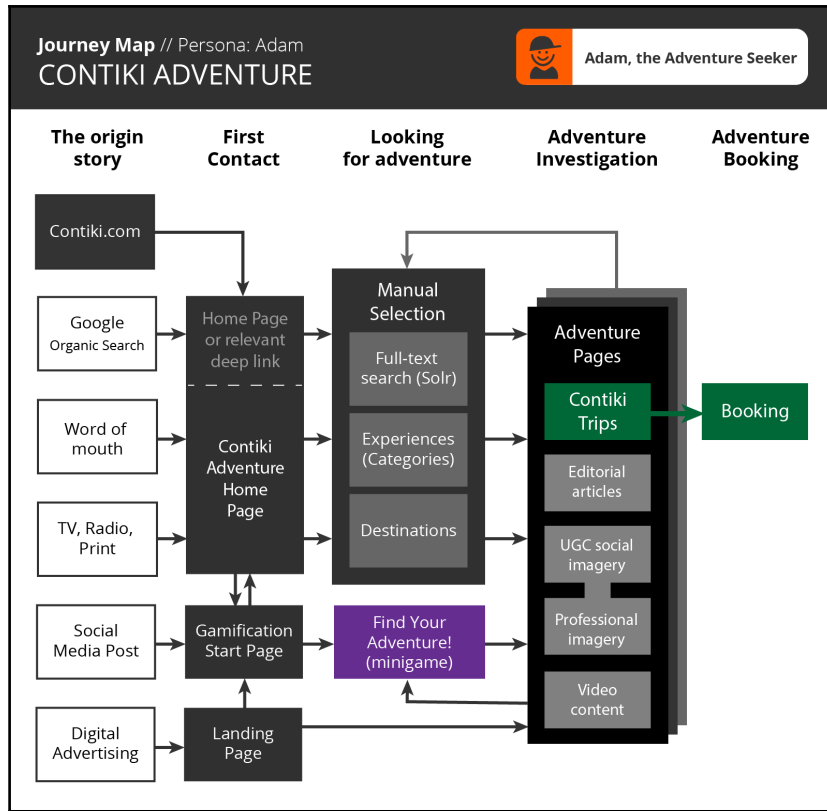
Legend

- Solution
- Root issue (with importance 10-15)
- Issue

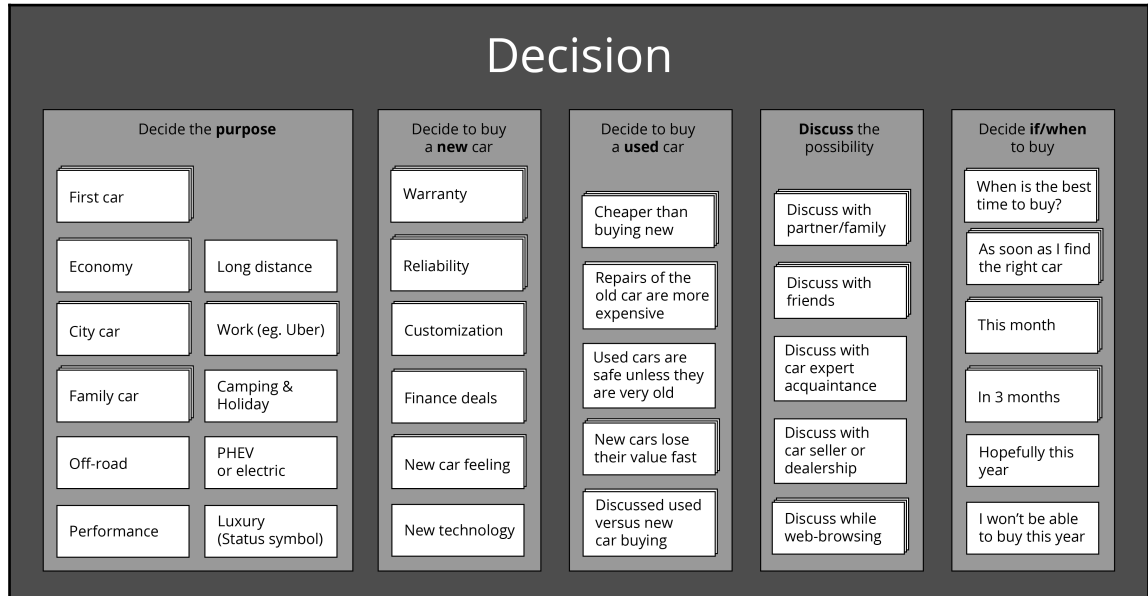


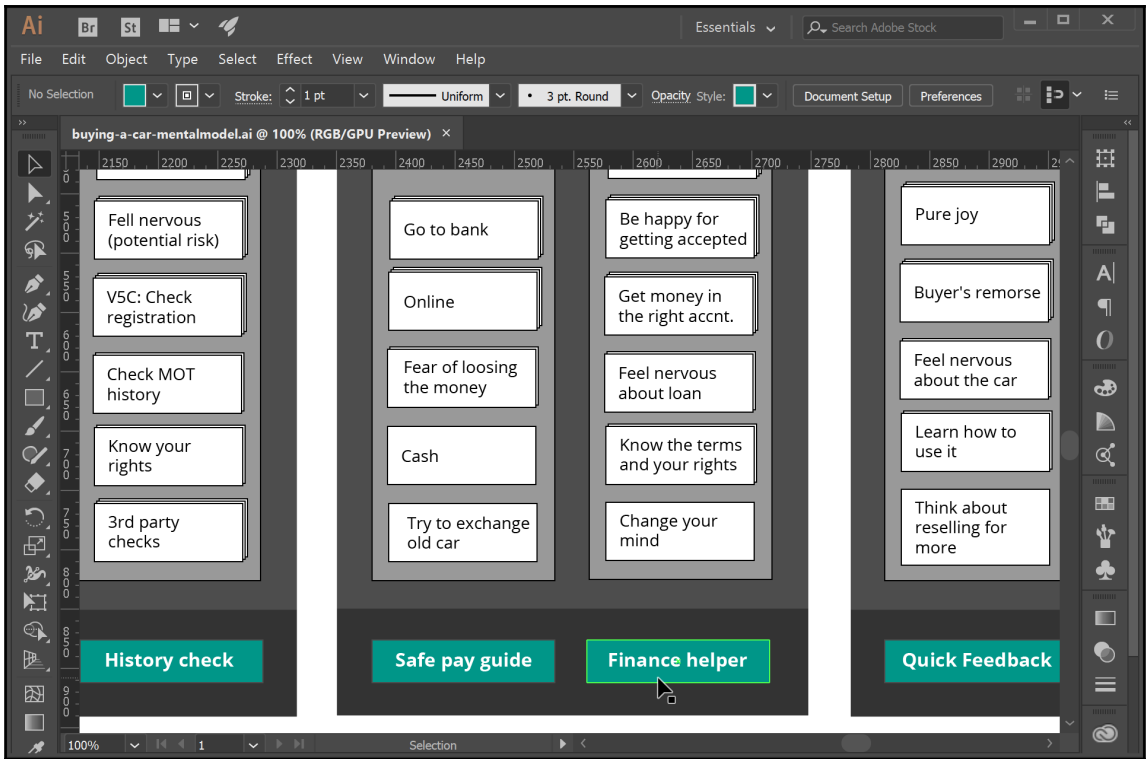




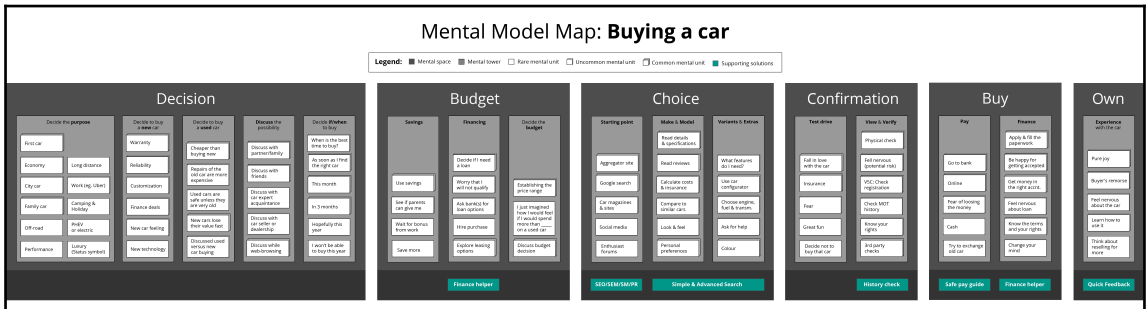


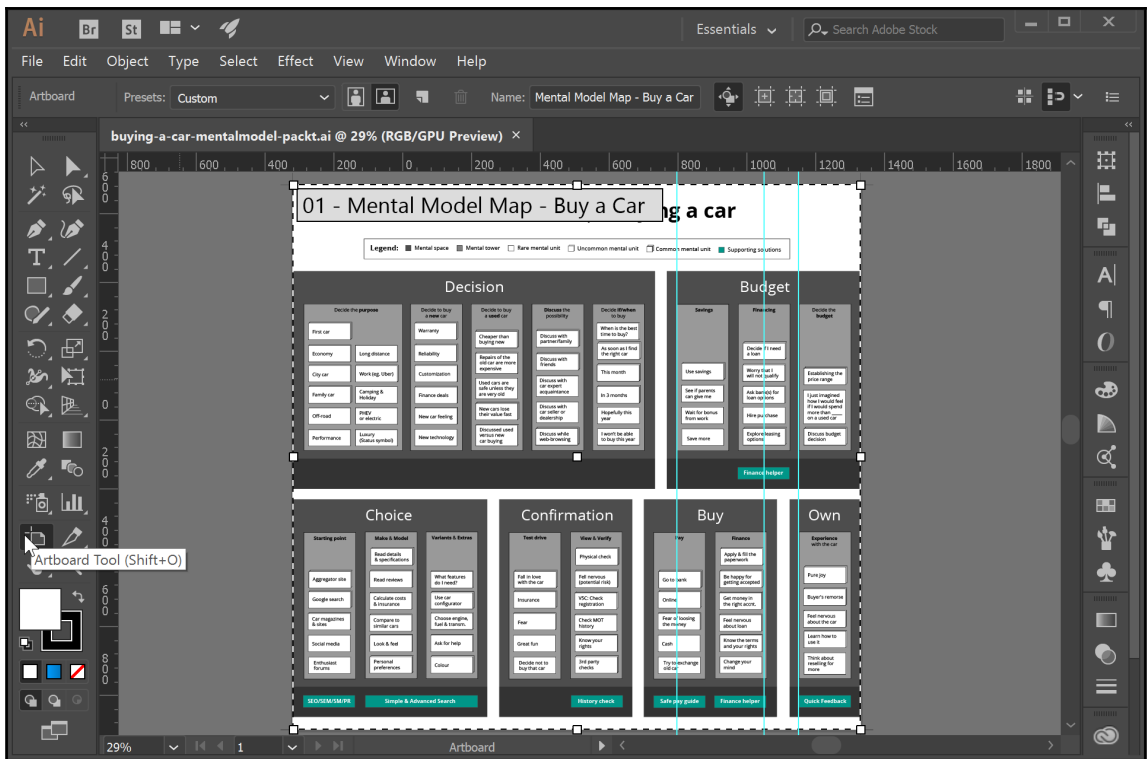
Chapter 7: Mental Model Map - A Diagram of the Perceived Reality

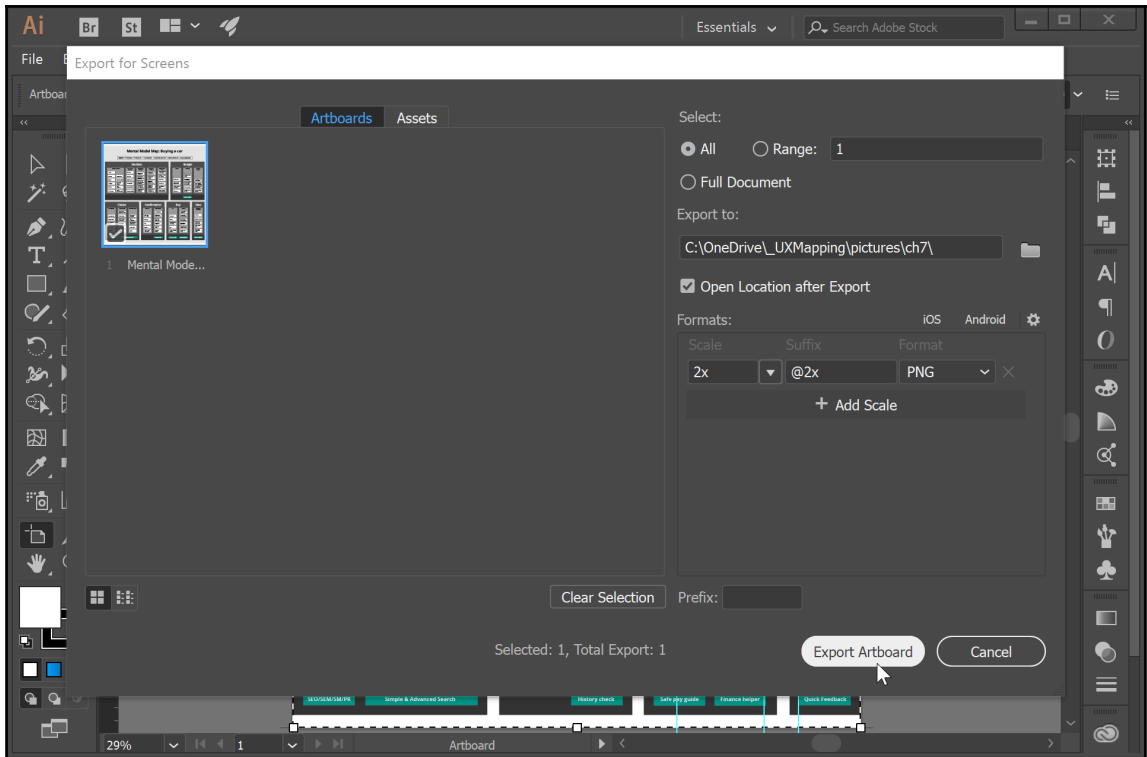




Legend: ■ Mental space ■ Mental tower □ Rare mental unit □ Uncommon mental unit □ Common mental unit ■ Supporting solutions

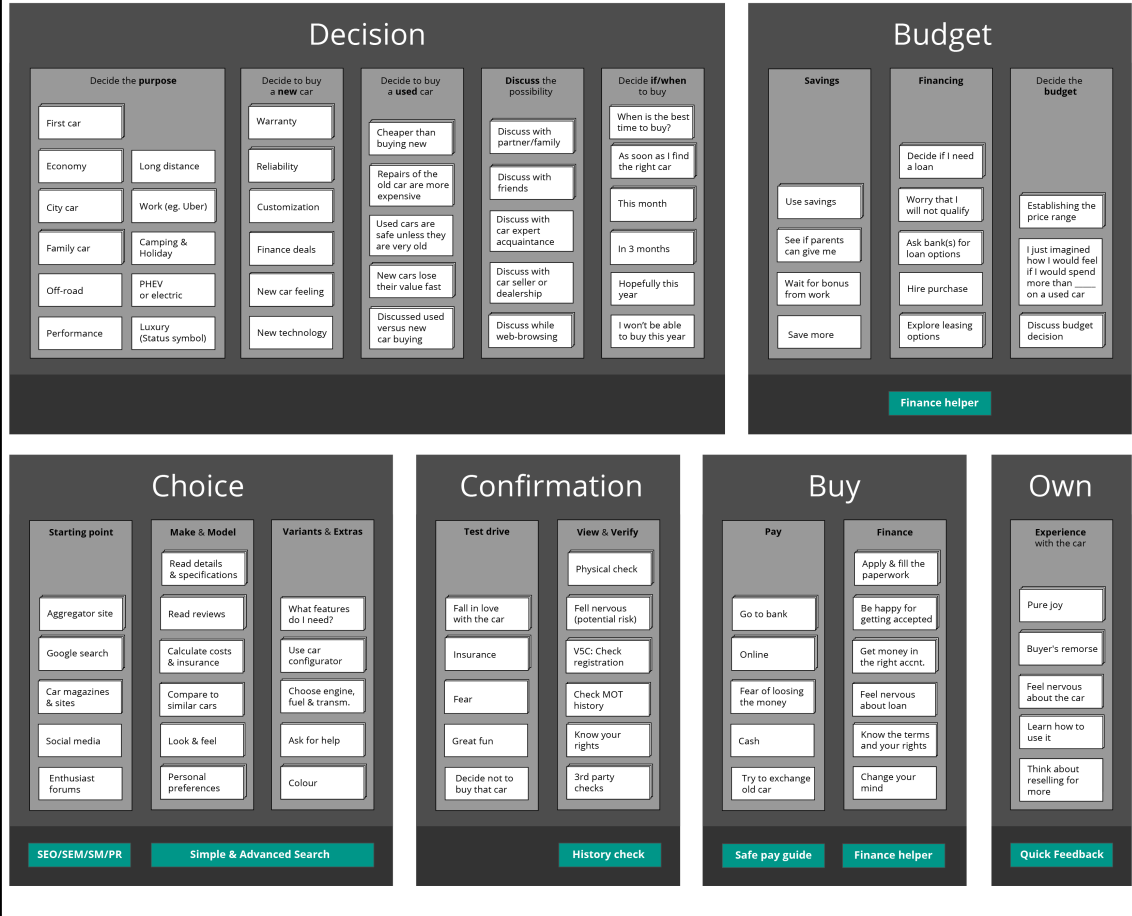




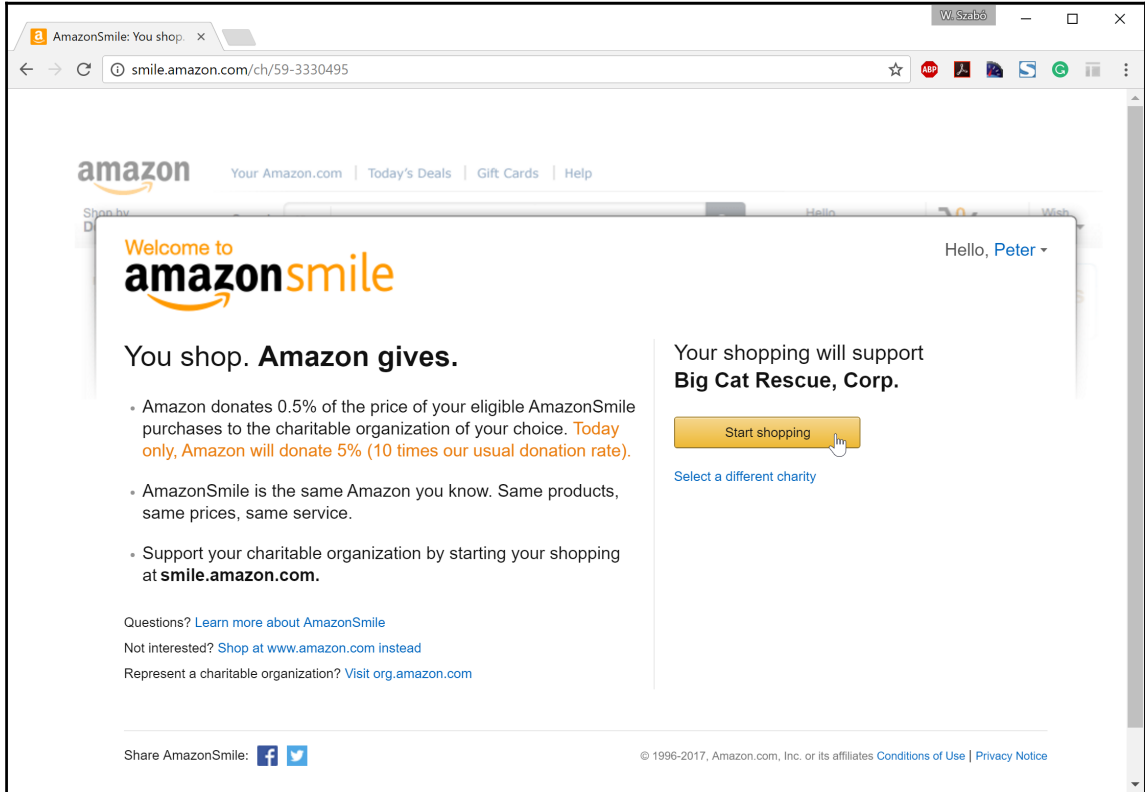


Mental Model Map: Buying a car

Legend: ■ Mental space ■ Mental tower □ Rare mental unit □ Uncommon mental unit □ Common mental unit ■ Supporting solutions



Chapter 8: Behavioral Change Map - The Action Plan of Persuasion



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March Picks: Choose one of six for £0.00

Suspense

The Halo Effect: A Novel

by Anne D. LeClaire

★★★★☆ (14)

Release Date: 4-Apr-2017

Pre-order Price: £3.99

Buy Now Price: £0.00 Prime

[See book details >](#)

A missing daughter. A fractured family. A father coming undone. This story of how an unpredictable, simmering anger can lead to rage-fuelled vengeance lays bare our deepest, darkest instincts. The Halo Effect stole my heart as it kept me breathlessly guessing... [Read more](#)

— Kelli Martin, Editor

Contemporary Fiction

After You Left

by Carol Mason

★★★★☆ (21)

Release Date: 4-Apr-2017

Pre-order Price: £3.99

Buy Now Price: £0.00 Prime

[See book details >](#)

I first read After You Left almost a year ago, and I still remember it as vividly as if it was yesterday—I was astounded by the reliability of the characters, the clarity of the author's prose and the poignancy of her words.

The novel begins with newly... [Read more](#)

— Sammia Hamer, Editor

Romance

Royally Bad (Bad Boy Royals Book 1)

by Nora Ffile

★★★★☆ (19)

Release Date: 4-Apr-2017

Pre-order Price: £3.99

Buy Now Price: £0.00 Prime

[See book details >](#)

When we think of royalty, chances are it's the British royal family that comes to mind. But in Royally Bad, author Nora Ffile introduces us to a different type of prince. Meet inked-up playboy Kain Bad—the only crown he wears is tattooed on his rib. His family... [Read more](#)

— Chris Werner, Editor

Legal Thriller

A Criminal Defense

by William L. Myers Jr.

★★★★☆ (28)

Release Date: 4-Apr-2017

Pre-order Price: £3.99

Buy Now Price: £0.00 Prime

[See book details >](#)

My favourite heroes are the complicated ones, the good guys with a touch of bad, the white hats whose brims sport a slash of grime. As I read William L. Myers Jr.'s page-turning debut, I quickly realized that Mick McFarland was just my kind of protagonist. The... [Read more](#)

— Gracie Doyle, Editor

Historical Fiction

The Last Paradise

by Antonio Garrido, Simon Bruni

★★★★☆ (7)

Release Date: 4-Apr-2017

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Buy Now Price: £0.00 Prime

[See book details >](#)

The Great Depression has Jack cornered. So he takes a leap of faith and moves to the Soviet Union, where the automotive skills he honed in Detroit make him an asset. What he finds there tests his mettle—and his moral compass. How can he celebrate his own success... [Read more](#)

— Gabriella Page-Fort, Editor

Science Fiction

The Breaking Light (Split City Book 1)

by Heather Hansen

★★★★☆ (8)

Release Date: 4-Apr-2017

Pre-order Price: £3.99

Buy Now Price: £0.00 Prime

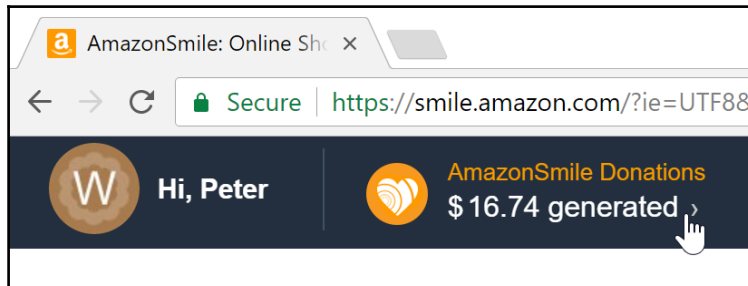
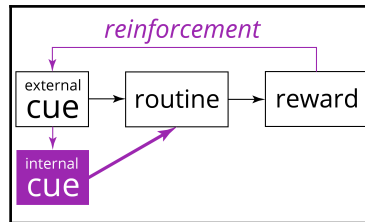
[See book details >](#)

I'm a pragmatist. But my favourite novels are in the science fiction and fantasy genres—books that transport me beyond my usual earthbound life. They're the kind of stories that allow me to believe in ships that travel faster than the speed of light, distant planets... [Read more](#)

— Adrienne Lombardo, Editor

Please note: Kindle Unlimited subscribers can borrow these Kindle First books when they are officially released on 1 Apr. 2017.

[89]




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Roll over image to zoom in

Purina Pro Plan Cat Food Adult With Optirenal Rich In Salmon, 3Kg

Save £10 off £50 on Children's Clothing & Shoes*

by PRO PLAN CAT

★★★★★ 91 customer reviews

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The screenshot shows a web browser window with the URL <https://bigcatrescue.org/donate/>. The page features a "Pay Pal" section with the following text: "If you prefer to donate via Pay Pal, please use our email address of customerservice@bigcatrescue.org as the recipient and if you want to make it a recurring donation, use this:" Below this is a "Make My Monthly Donation" section with a dropdown menu set to "1 : \$5.00 USD - monthly" and a "Subscribe" button. A second section is titled "Donate Unwanted Gift Cards" with the text: "Donate any unwanted gift cards and they will go directly to helping Big Cat Rescue. Your gift card donations are greatly appreciated! Donate them here: [Nonprofitgiftcard.com/bcr](https://nonprofitgiftcard.com/bcr)". On the right side, there is a vertical navigation menu with links: FAQs, Abuse Issues, Big Cat Sightings, Breeding Big Cats, Rescues, StockPhotos, Kids, Education, Teachers, Field Trips, Cat Laws, and Popular. Below the menu is a banner for "HELP END CUB ABUSE" featuring a tiger cub and the text: "Why is this cub so sad? Cubs are torn from their mothers at birth to be used as photo props. Help end the abuse!" with a "GIVE NOW" button. At the bottom right, there is a link "VISIT BIG CAT RESCUE" and the text "The only way to visit the cats is on a".

The screenshot shows the Amazon.co.uk product page for an Apple MacBook Pro 15-inch Laptop. The browser address bar shows the URL: https://www.amazon.co.uk/Apple-MacBook-15-inch-Laptop-Radeon/dp/B01M2AYHBV/ref=sr_1_3?s=computers&ie=UTF8&qid=1489758191&sr=1-3&keywords=macbook+pro#productDetails. The product is shown with a vibrant, colorful abstract graphic on the screen. The price is £2,349.99, with a recommended retail price (RRP) of £2,699.00. The product is in stock and sold by Casky UK. The specifications listed include a 2.7GHz quad-core 6th generation Intel Core i7 processor, 16GB 2133MHz LPDDR3 internal memory, 512GB SSD storage, a 15.4-inch LED-backlit Retina display, and Apple OS X 10.12 Sierra. The page also features a 'Looking for Help?' section and a list of other sellers on Amazon.

Apple MacBook Pro 15-inch Laptop

Secure | https://www.amazon.co.uk/Apple-MacBook-15-inch-Laptop-Radeon/dp/B01M2AYHBV/ref=sr_1_3?s=computers

16 customer reviews | 5 answered questions

RRP: £2,699.00
Price: **£2,349.99** Delivery at no extra cost for Prime members [Details](#)

You Save: £349.01 (13%)

In stock.
Sold by **Casky UK** and Fulfilled by Amazon. Gift-wrap available.

16 new from £2,349.99 1 used from £2,199.00
1 refurbished from £2,339.99

Style Name: **512GB M2ADD**

256GB HDD 256GB MFEDD 512GB **512GB M2ADD**

Colour Name: **Space Grey**

- Processor: 2.7GHz quad-core 6th generation Intel Core i7 (Turbo Boost up to 3.6GHz)
- Internal Memory: 16GB 2133MHz LPDDR3
- Storage: 512GB SSD
- Display: 15.4-inch (diagonal), 2880-by-1800-pixel LED-backlit Retina display, 500 nits, wide colour (P3)
- Operating System: Apple OS X 10.12 Sierra

[See more product details](#)

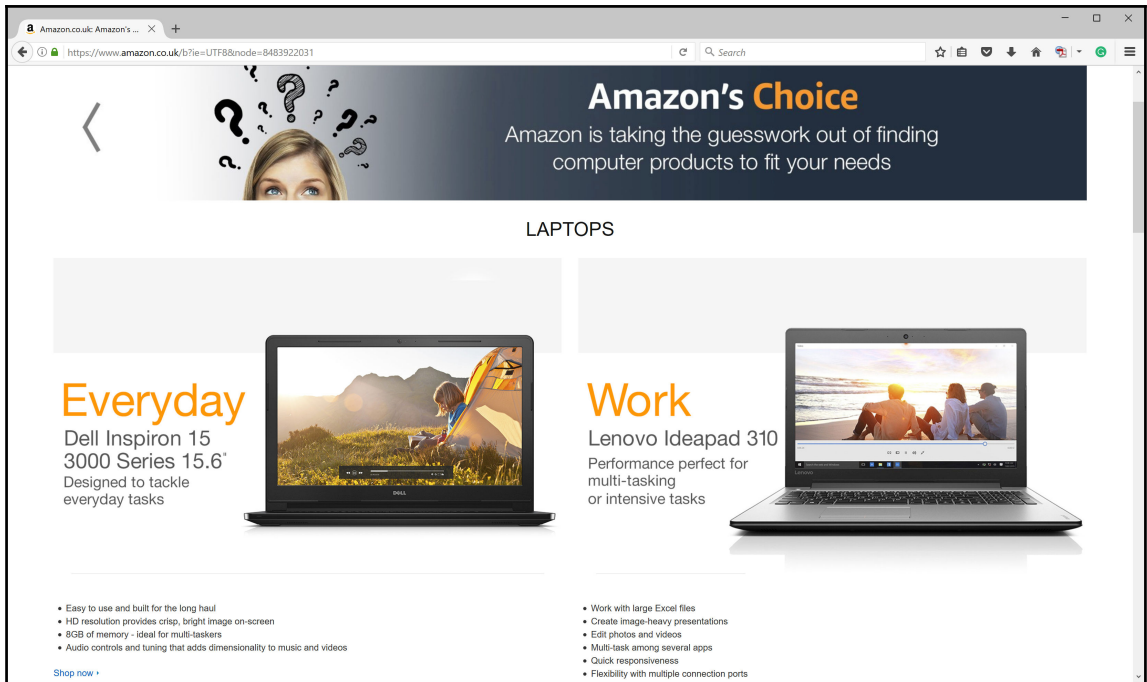
[Report incorrect product information.](#)

Looking for Help?
Read Amazon's laptop buying guide to help make your choice [Learn more](#)

Other Sellers on Amazon

£2,350.00 + £5.99 UK delivery Sold by: BafzTronics (Same Day Dispatch by Royalmail or Parcleforce Next Day Special delivery/Express 24. T&C Apply)	Add to Basket
£2,362.28 + FREE UK delivery Sold by: DA TECH PRO	Add to Basket
£2,394.92 Prime Sold by: Amazon	Add to Basket

18 used & new from £2,199.00



The image shows a screenshot of an Amazon UK webpage. At the top, a dark blue banner features the text "Amazon's Choice" in white and orange, with the subtext "Amazon is taking the guesswork out of finding computer products to fit your needs". To the left of the text is a woman's face looking up, surrounded by several question marks. Below the banner, the word "LAPTOPS" is centered. The page is divided into two columns. The left column is titled "Everyday" in orange and features a Dell Inspiron 15 3000 Series 15.6" laptop. The right column is titled "Work" in orange and features a Lenovo Ideapad 310 laptop. Each laptop is shown with a different scene on its screen. Below each laptop are bullet points listing its features. At the bottom left, there is a "Shop now" link.

Amazon's Choice
Amazon is taking the guesswork out of finding computer products to fit your needs

LAPTOPS

Everyday
Dell Inspiron 15 3000 Series 15.6"
Designed to tackle everyday tasks

- Easy to use and built for the long haul
- HD resolution provides crisp, bright image on-screen
- 8GB of memory - ideal for multi-taskers
- Audio controls and tuning that adds dimensionality to music and videos

[Shop now](#)

Work
Lenovo Ideapad 310
Performance perfect for multi-tasking or intensive tasks

- Work with large Excel files
- Create image-heavy presentations
- Edit photos and videos
- Multi-task among several apps
- Quick responsiveness
- Flexibility with multiple connection ports

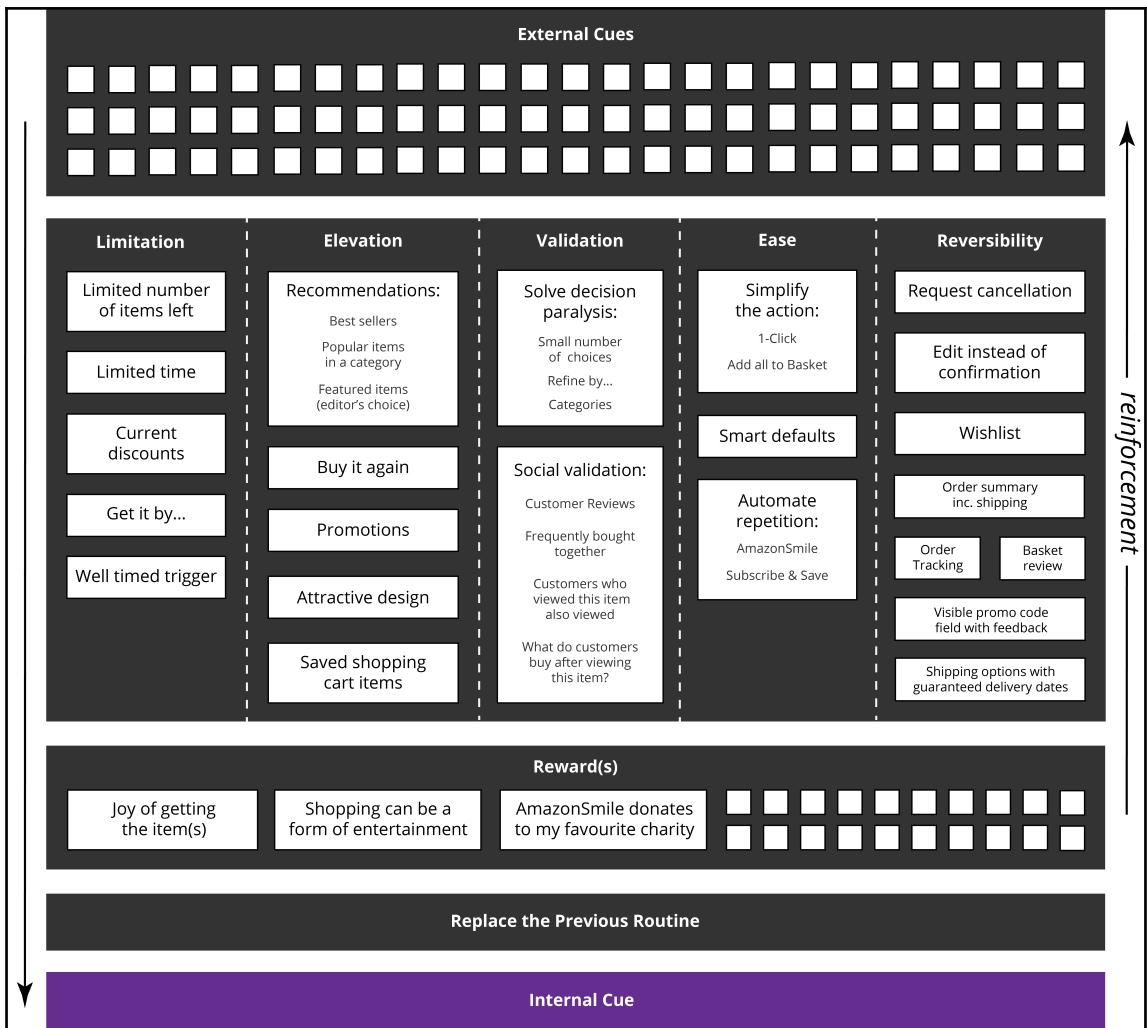
The screenshot shows the Amazon.co.uk product page for a Raspberry Pi 3 Model B. The browser address bar shows the URL: https://www.amazon.co.uk/Raspberry-Model-Quad-Core-Motherboard/dp/B01CD5VC92/ref=sr_1_4?s=electrc. The page header includes the Amazon logo, a search bar with "raspberrypi 3", and a promotional banner for "ALL-NEW fireTVstick | £39.99". The navigation bar shows the user's name "Peter", account options, and a shopping basket with 0 items.

The product title is "Raspberry Pi 3 Model B Quad Core CPU 1.2 GHz 1 GB RAM Motherboard" by Raspberry Pi. It has a 4.5-star rating from 432 reviews and is the "#1 Best Seller" in the Motherboards category. The price is £31.99 with Prime delivery. The product is in stock and sold by "Almost Anything Ltd" and fulfilled by Amazon. A note states it is eligible for click and collect. The page also shows a "Buy now with 1-Click" button, a "1-Click Checkout" option, and a delivery time of 2hr 47min. The dispatch location is Peter Szabo - London - SE1.

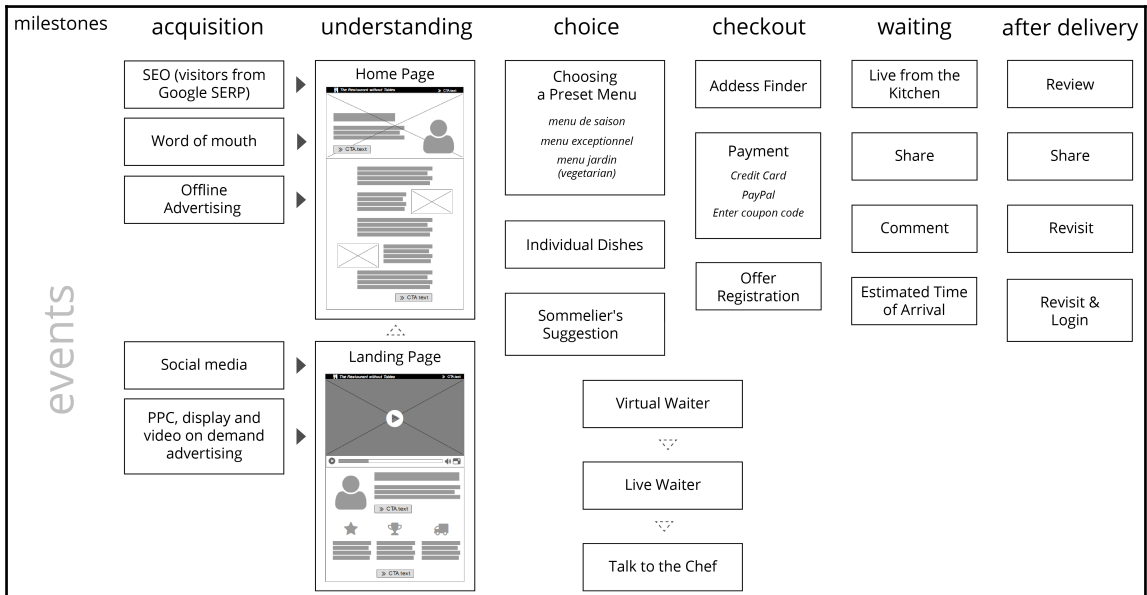
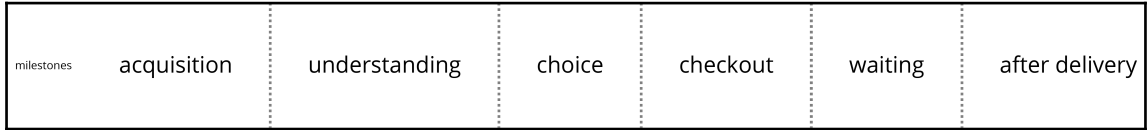
Product details include:

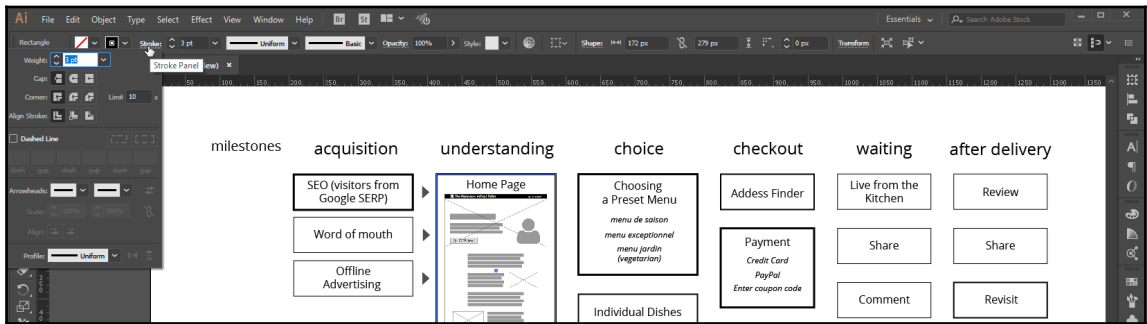
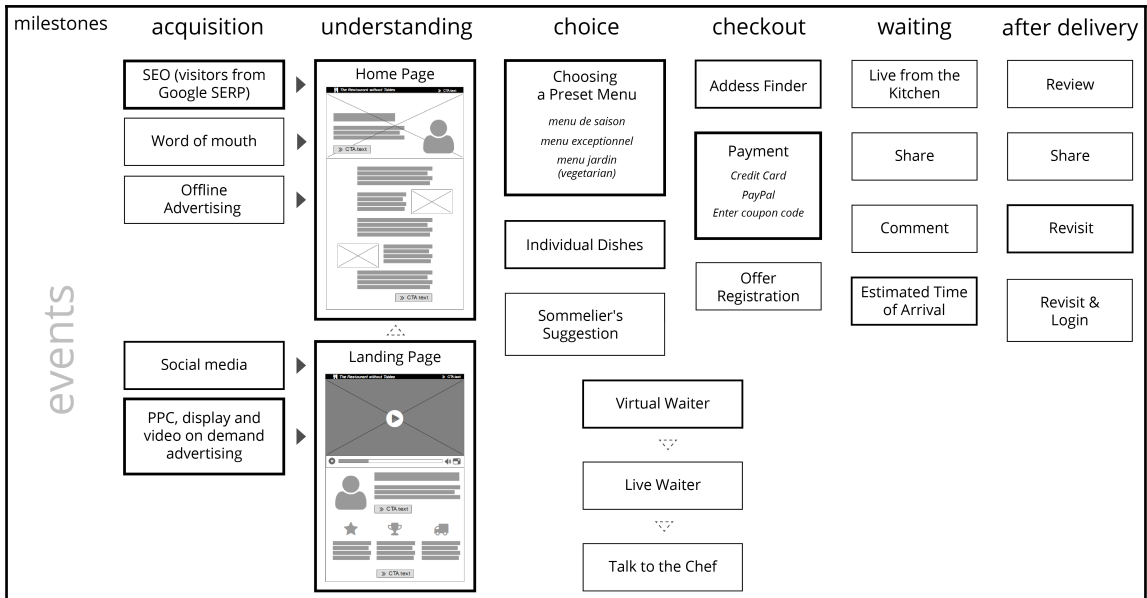
- 4 x USB Ports
- Quad Core CPU, 1GB Ram
- Built in 802.11 bgn Wireless LAN and Bluetooth 4.1

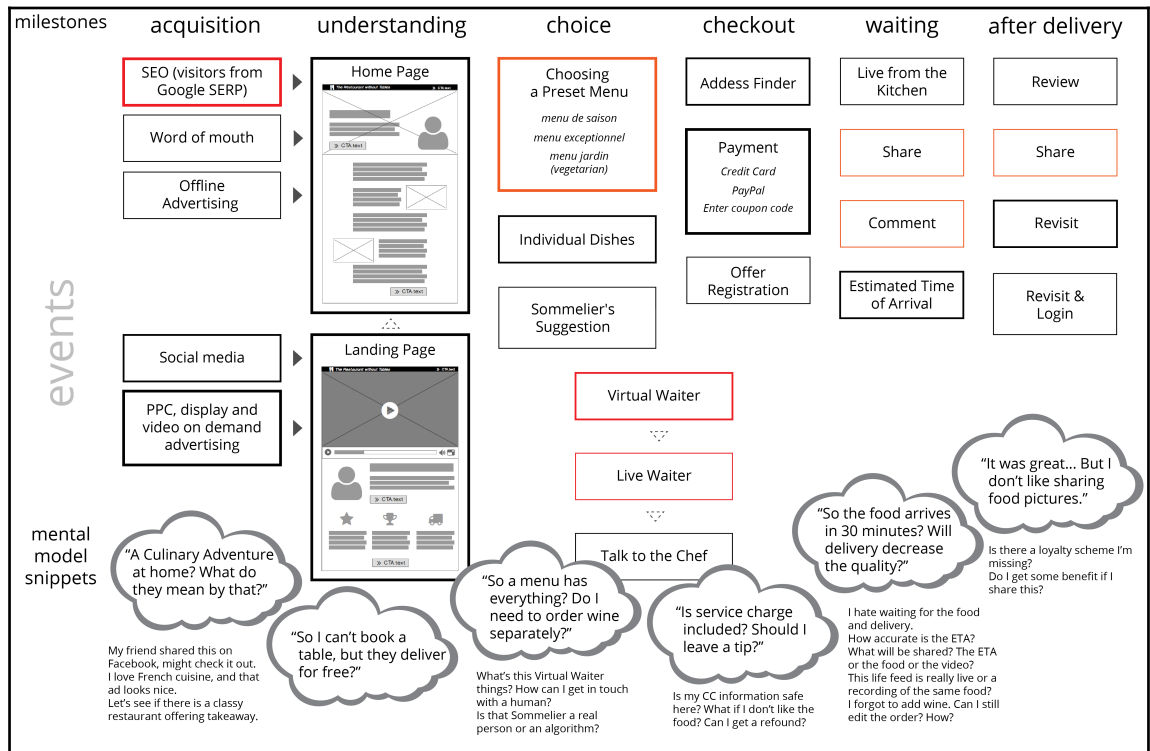
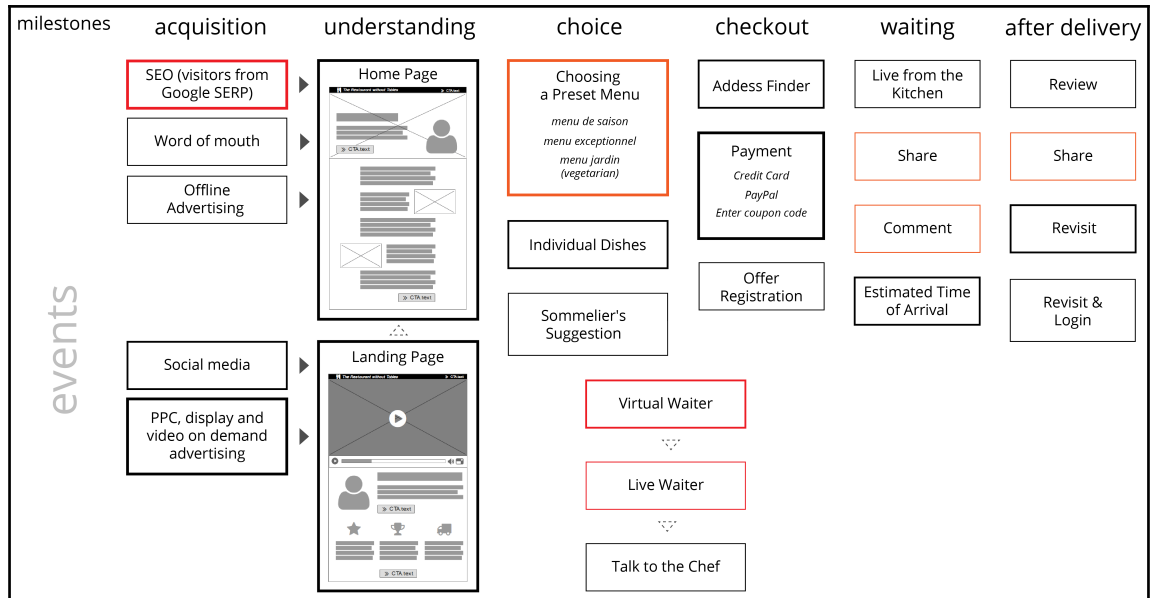
Additional information includes a link to "See more product details" and a "Report incorrect product information" link.

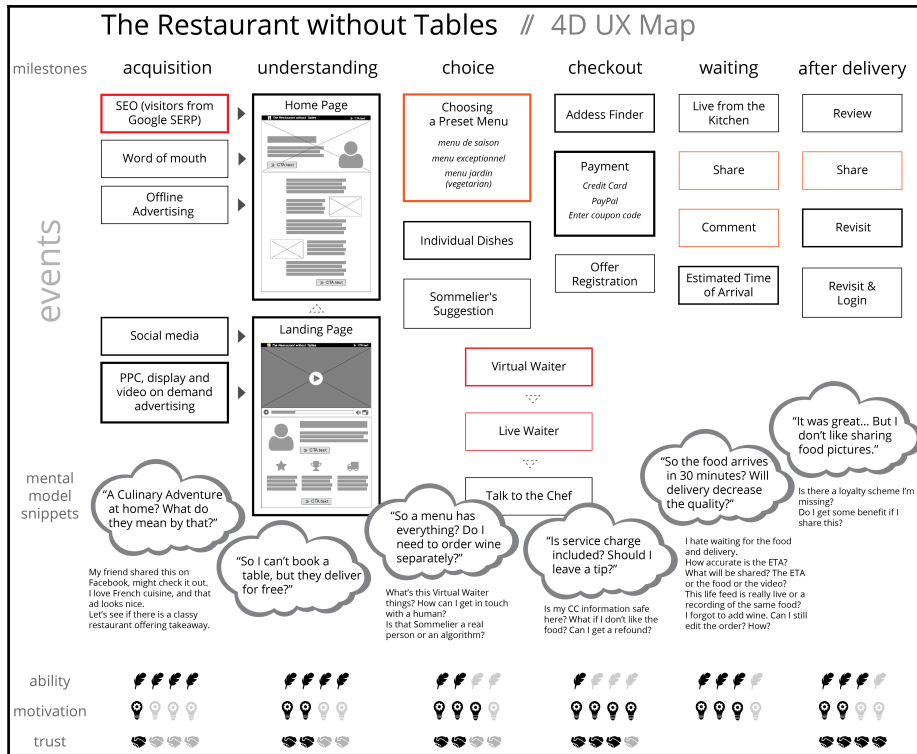


Chapter 9: The 4D UX Map - Putting It All Together



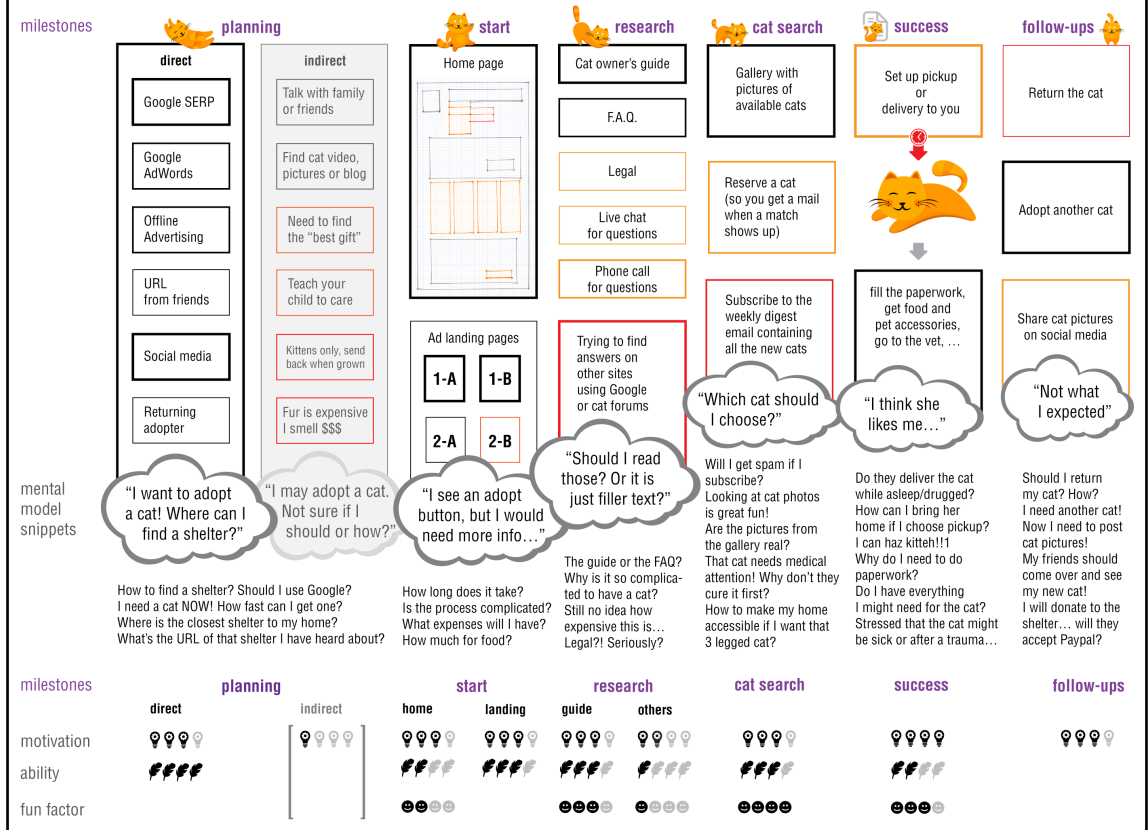




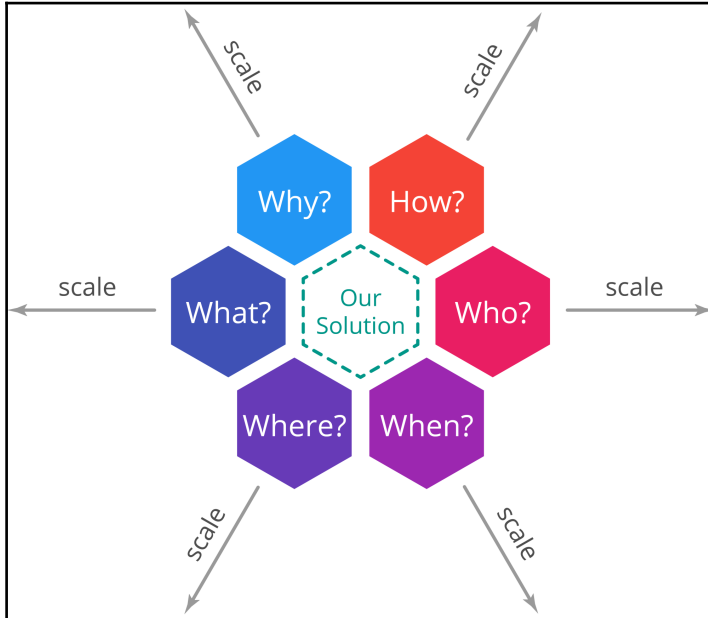


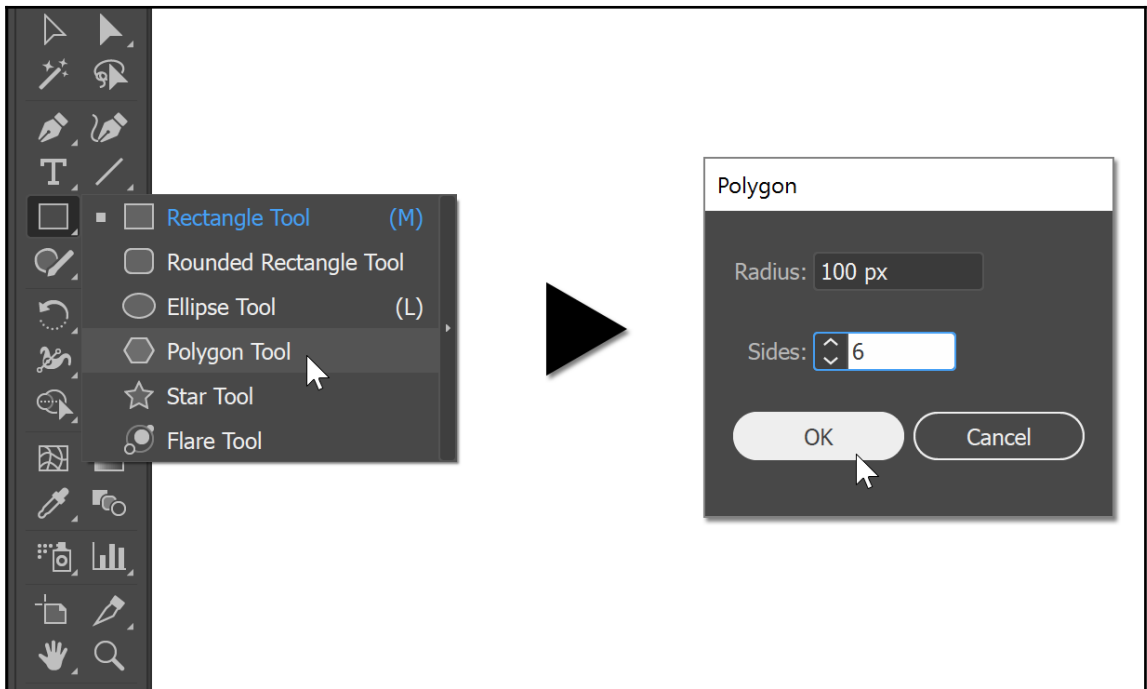
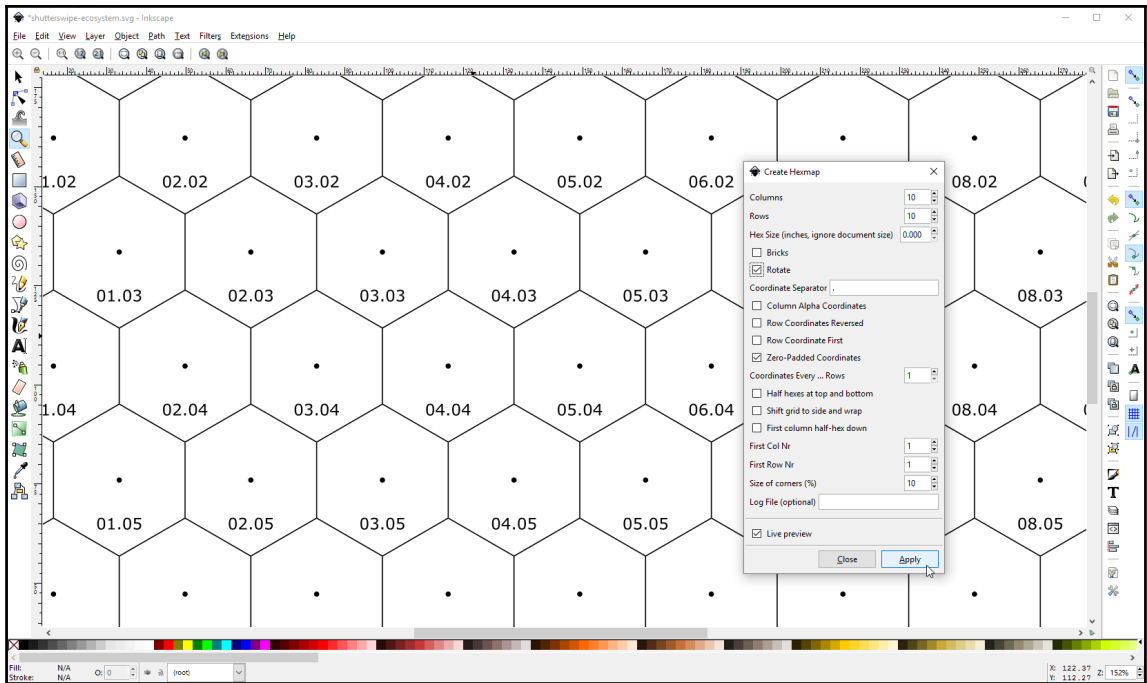
How to adopt a cat?

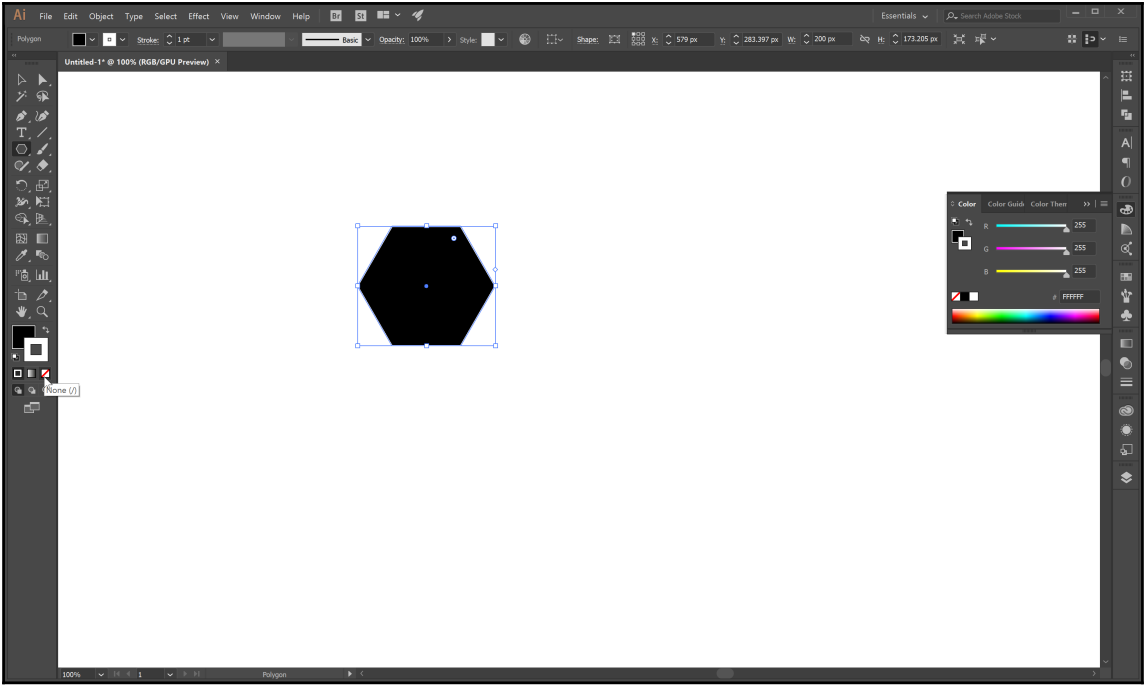
4D User Experience Map example from Kaizen-UX.com

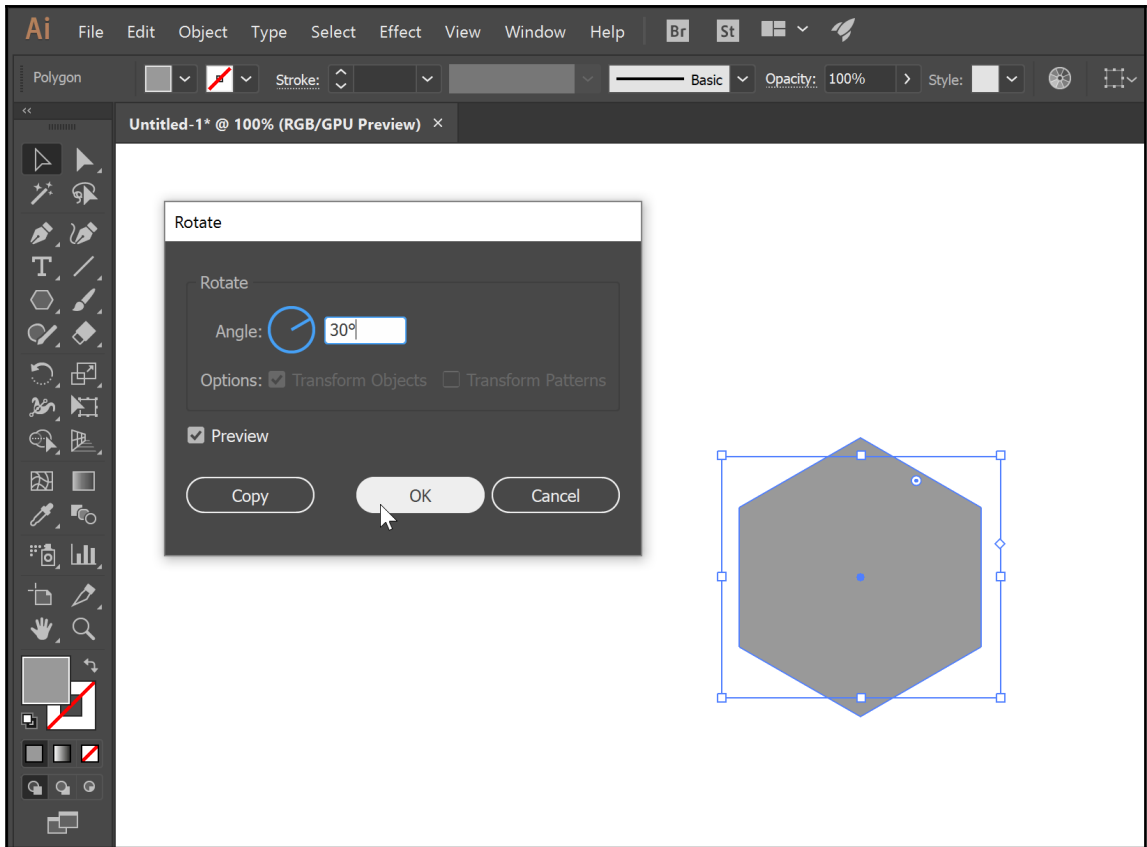


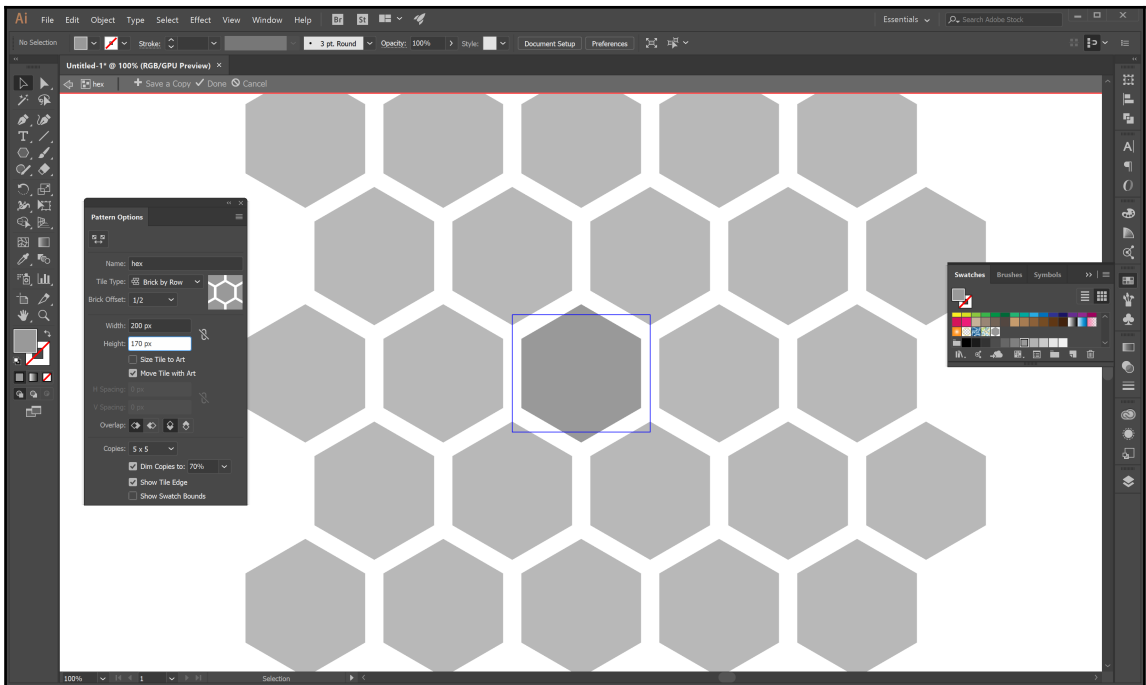
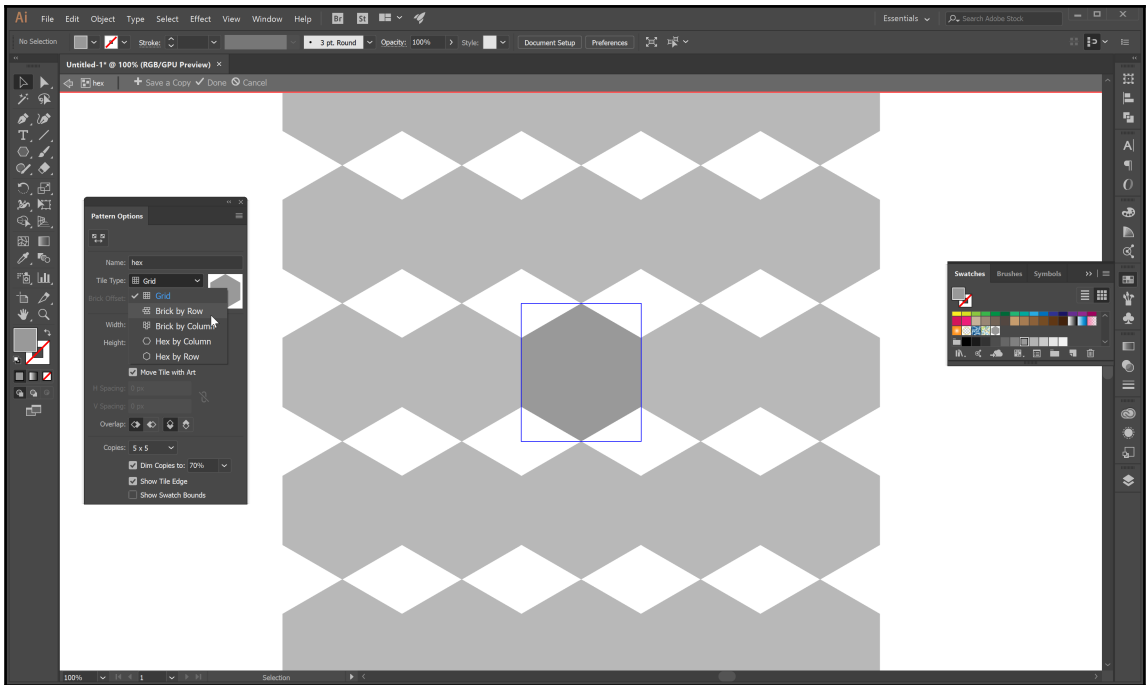
Chapter 10: Ecosystem Maps - A Holistic Overview

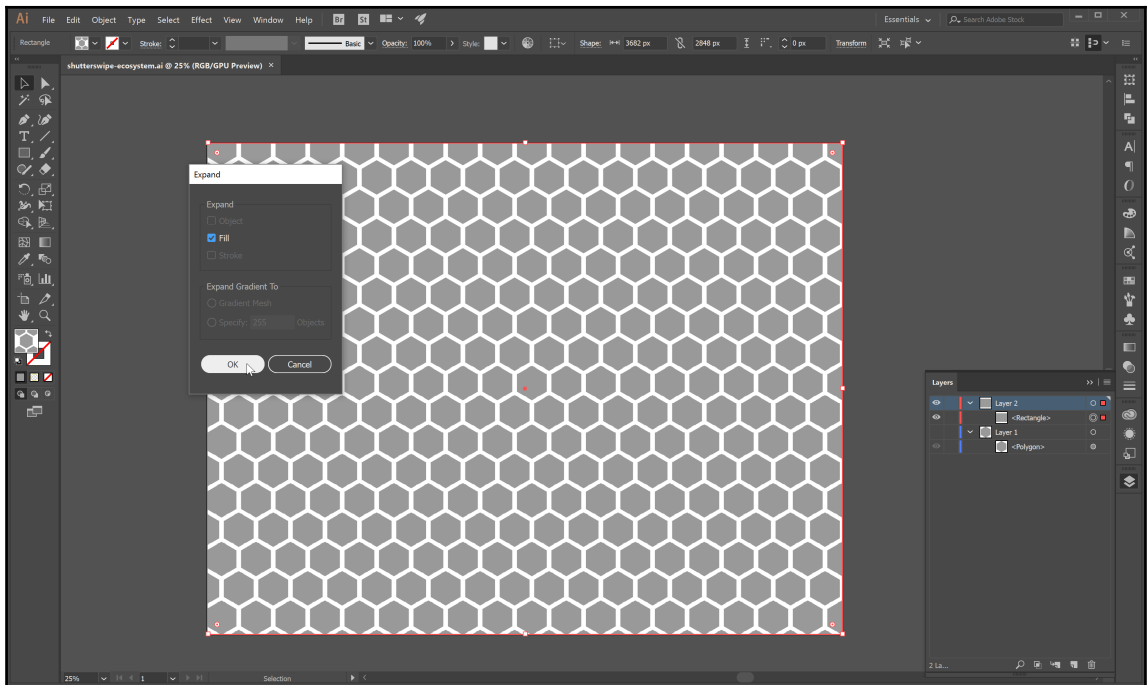
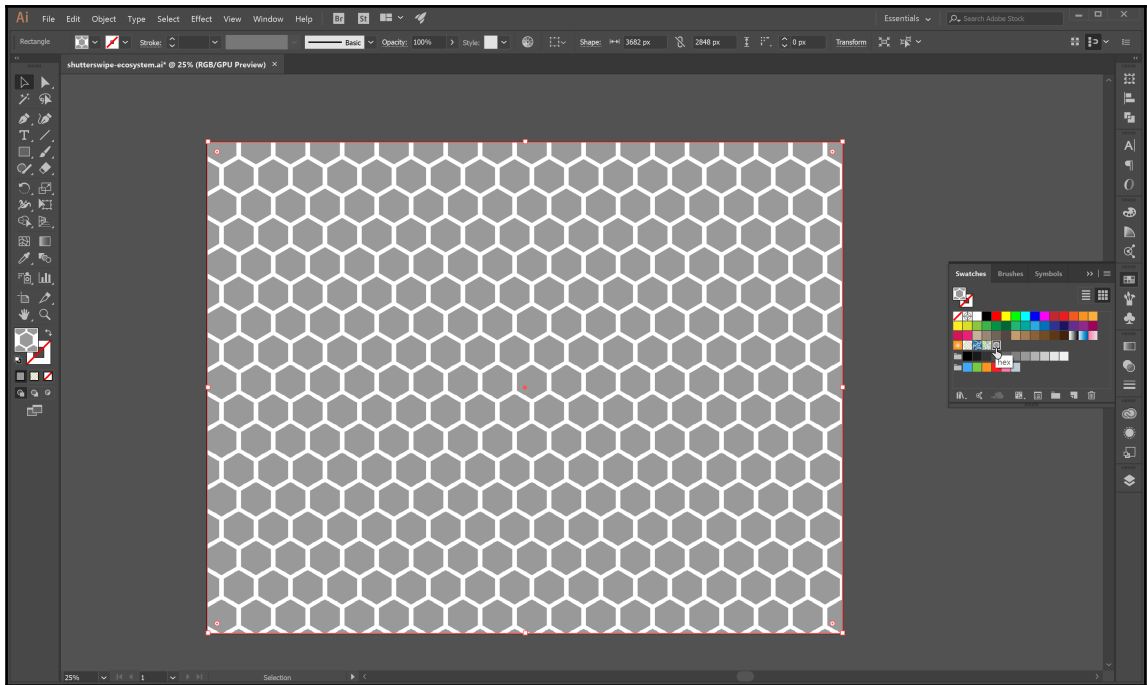


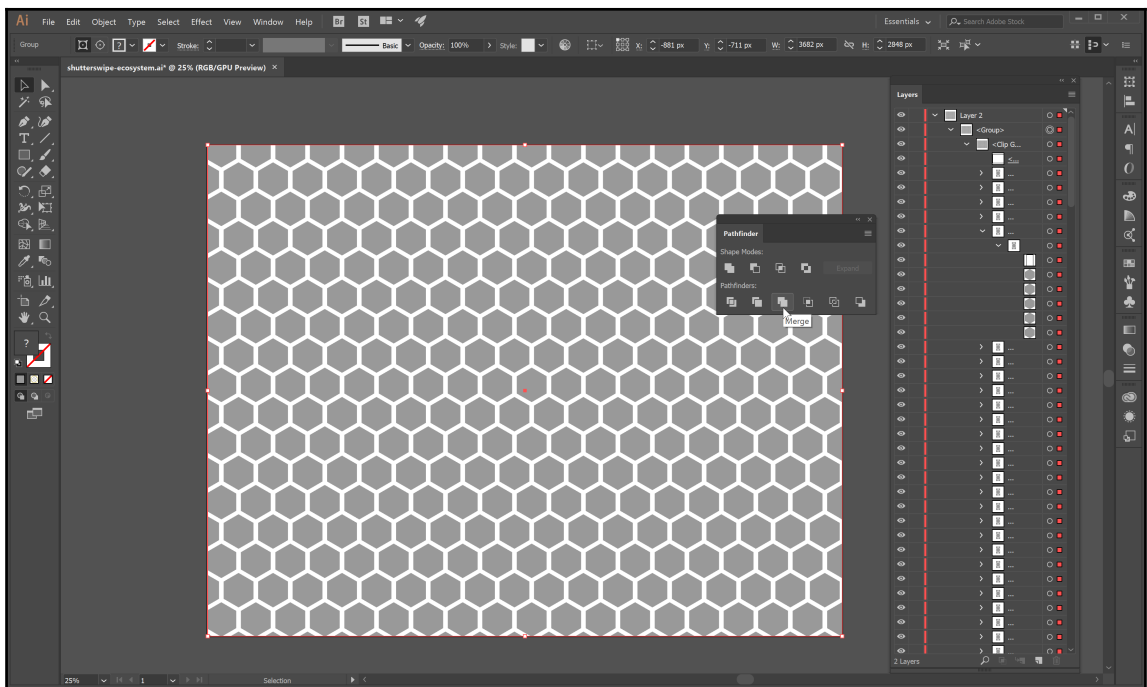
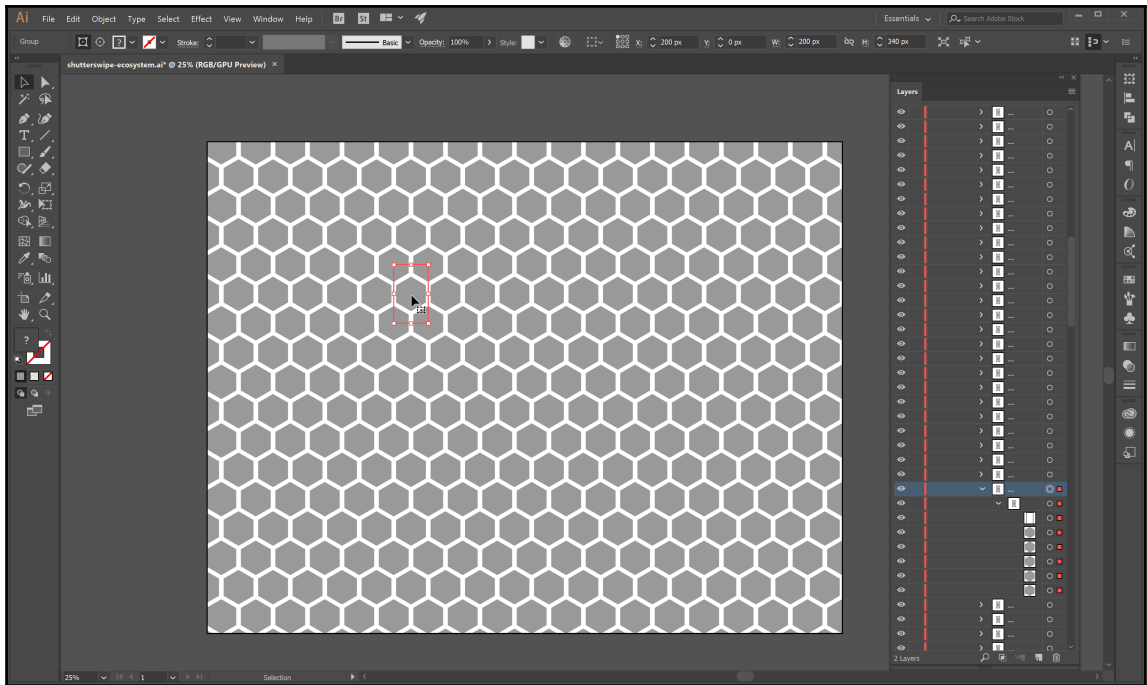


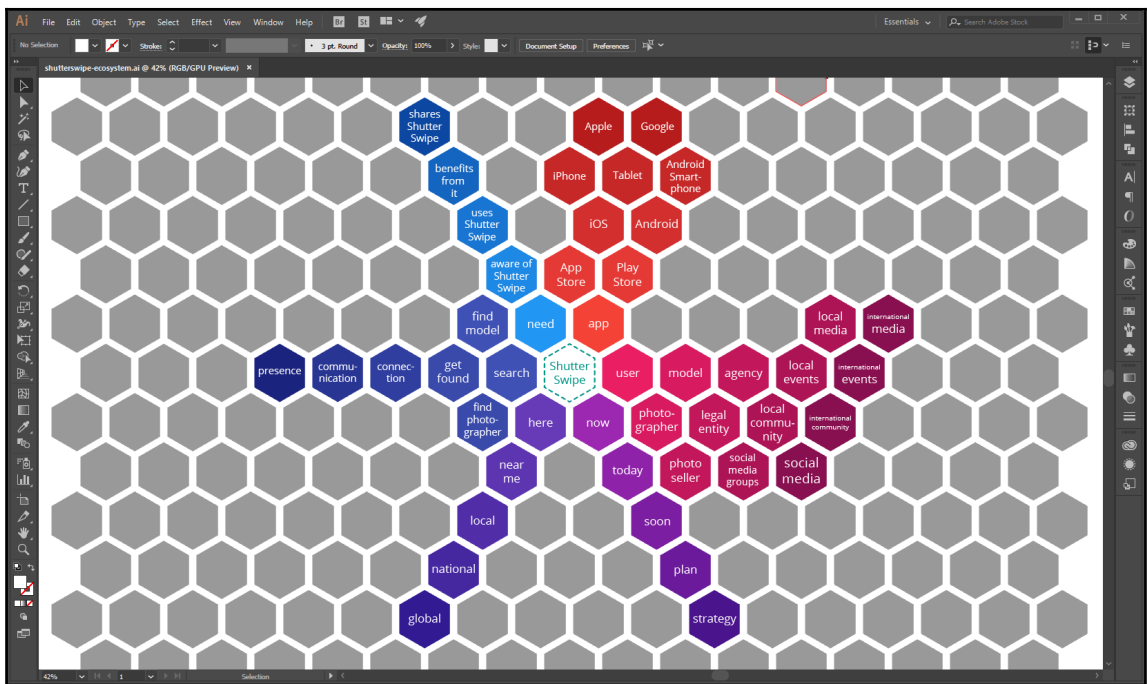
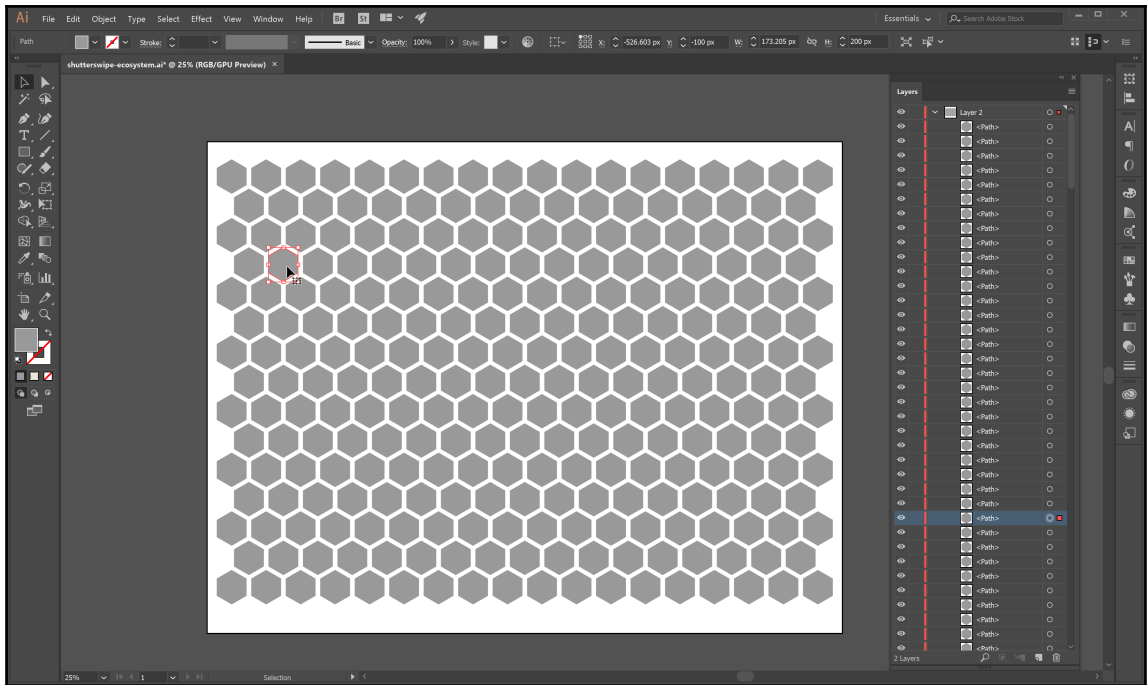


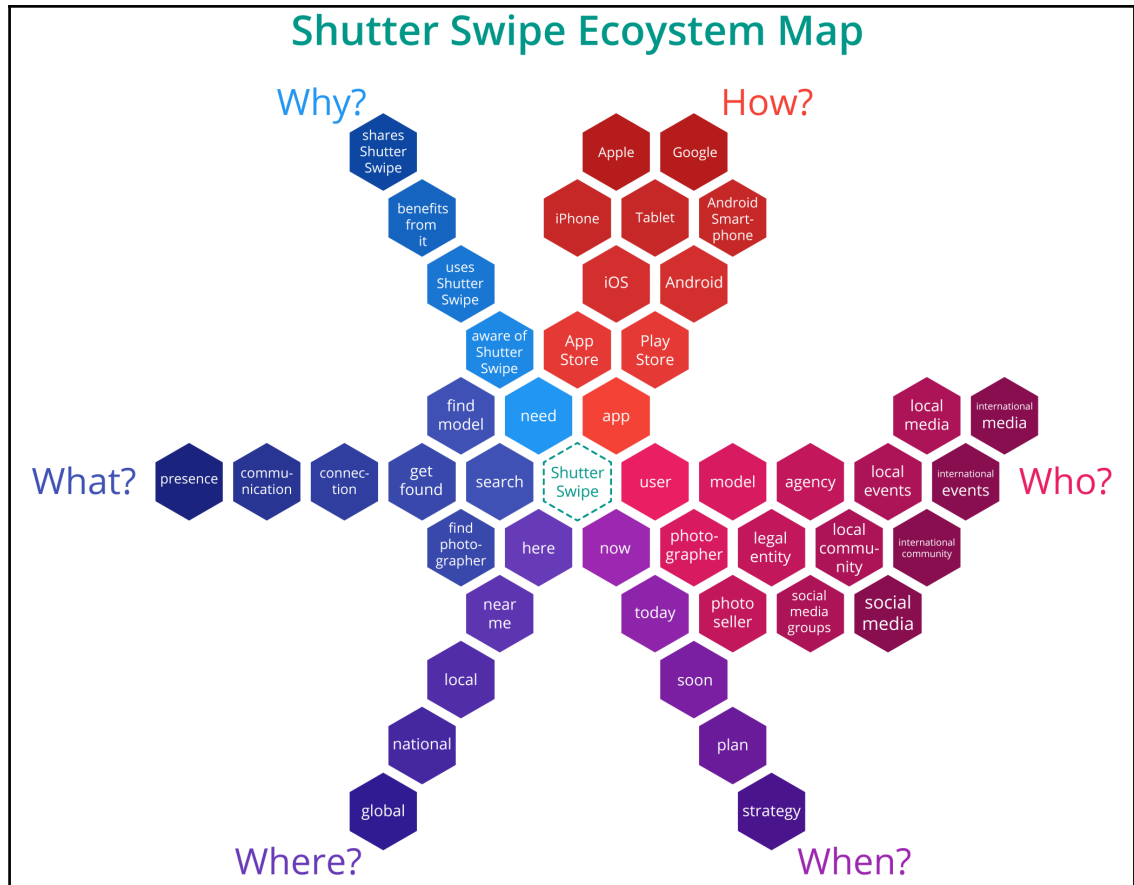


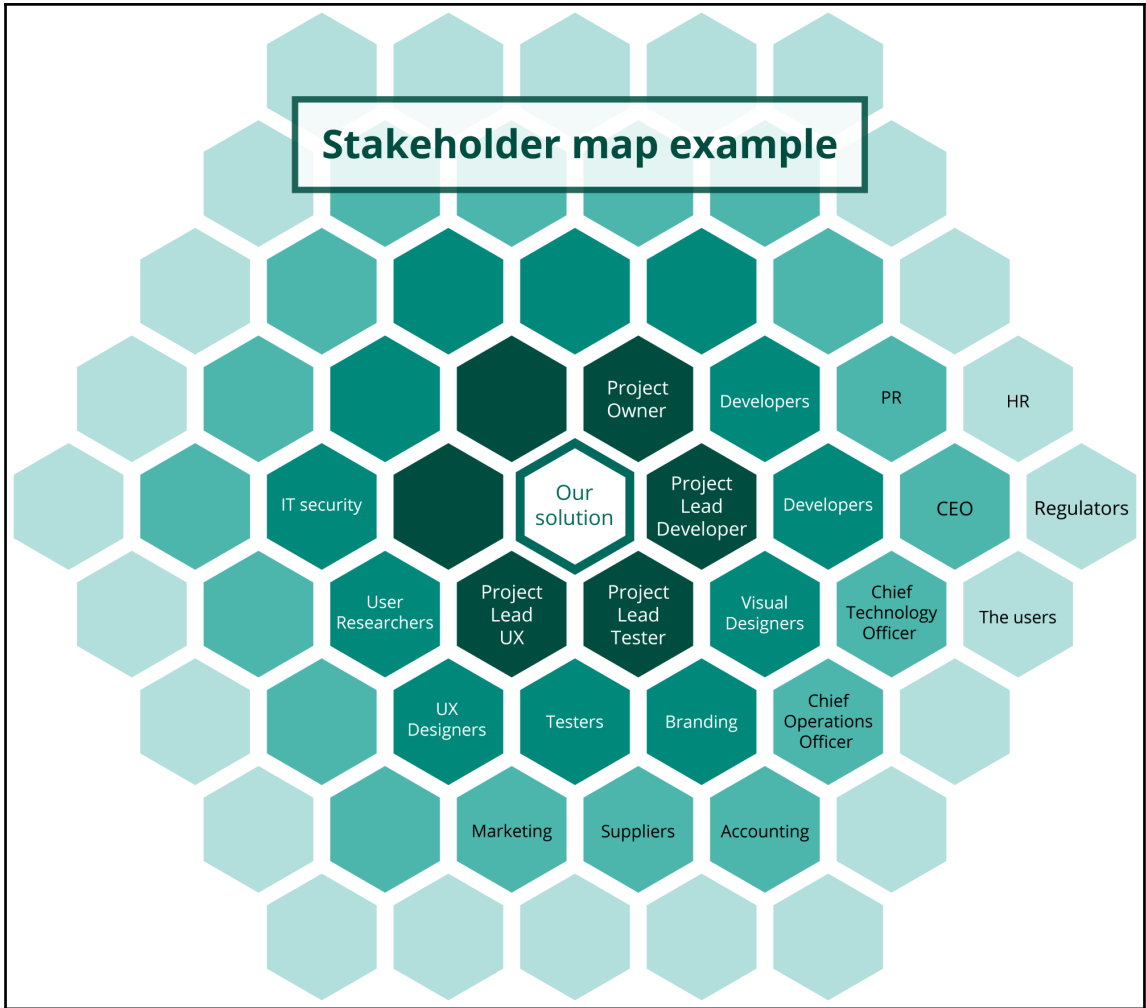












Chapter 11: Kaizen Mapping - UX Maps in Agile Product Management

