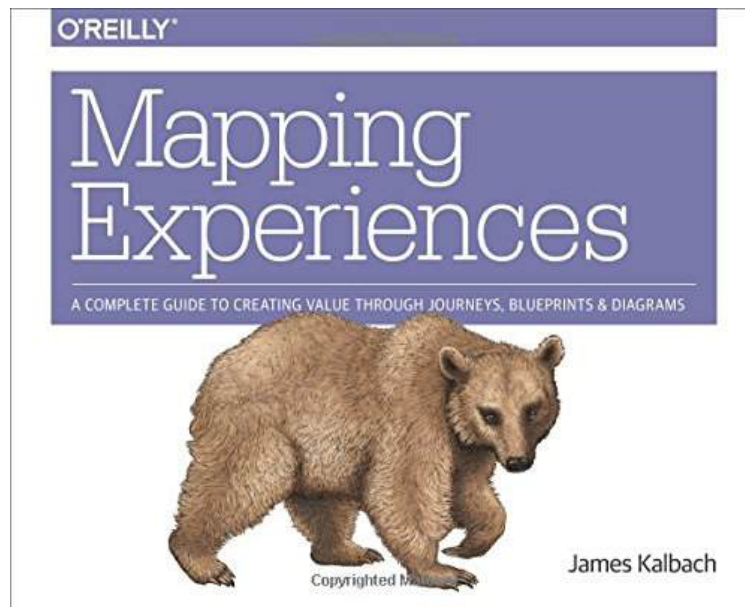



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By James Kalbach



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6 of 6 review helpful It is a comprehensive review of the topic and all By S Tortorella It is a comprehensive review of the topic and all aspects to consider in as the title says Mapping Experiences from customer journey maps and beyond covers everything from how to write an project proposal for one to what software to use including collaborative software My only criticism is that it is hard to see the examples Customers who have inconsistent broken experiences with products and services are understandably frustrated But it rsquo s worse when people inside these companies can rsquo t pinpoint the problem because they rsquo re too focused on business processes This practical book shows your company how to use alignment diagrams to turn valuable customer observations into actionable insight With this unique tool you can visually map your existing customer experience About the Author Jim Kalbach is a noted author speaker and instructor in user experience design information architecture and strategy He is currently the Head of Customer Success at MURAL a leading visual online workspace for remote collaboration

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