



# Experience Maps Journey Maps Service Blueprints Empathy Maps

*Robert A Curedale*

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## **Experience Maps Journey Maps Service Blueprints Empathy Maps** Robert A Curedale

In this book are described the most powerful tools available to craft a superior experiences for your customers and end users. These powerful and flexible methods are collectively known as experience maps. In the 20th-century product styling like advertising was about making people want things. These maps are a response to the realization that it is more efficient and successful to make products, services, and experiences that people want and need. They can be used to optimize the design of goods, services, architecture, spaces and interactions and to plan business strategy. Through applying these methods organizations can deliver a more compelling and valuable experience. Mapping builds consensus across your organization with stakeholders, to positively impact your entire organization and your bottom line. These methods are core strategic tools and I believe will become required skills for every working designer and manager.

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