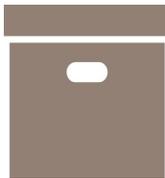


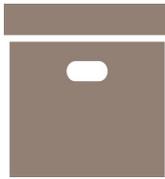


Mapa de Experiencia





Perfil de Usuario

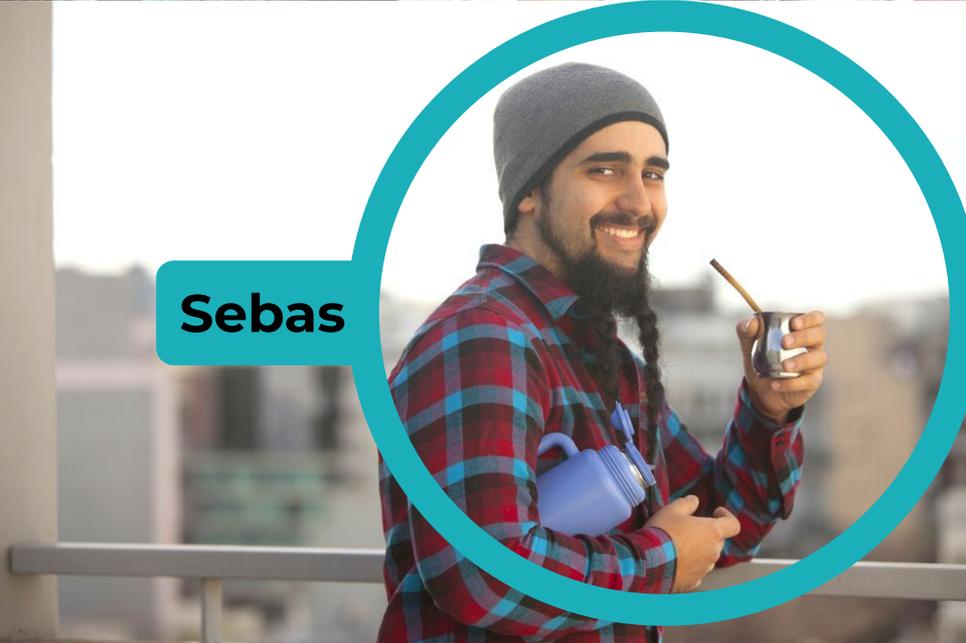




Cintia



Jorge



Sebas



Yael

Perfil de Usuario (persona)



NAME

Leia Organa
Princess

"Darth Vader destroyed Alderaan (my home planet), and is taking over The Galaxy. I will not sit still for this! I need to defeat him. But how?!"

If only there was a way to destroy the Death Star and defeat the Empire once and for all..."

QUOTE

#KEYWORD
Bold

Leader

Courageous

AGE

21

TECH-SAVVY

* because she's from the future

5

/5

FRUSTRATION(S)

The Empire destroyed her home planet

She doesn't know how to destroy the Death Star

GOAL(S)

To defeat the Empire

To restore democracy within the Galactic senate



(proto)persona

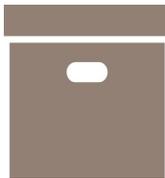
 Nombre Edad <i>perfil</i>	Estilo de vida Rituales típicos Actividades relevantes del día / semana Vida Social Online & Offline <i>Comportamiento e Influencias</i>
<i>demográfica</i> ¿Dónde Vive? ¿Con Quién? ¿A qué se Dedicar?	<i>Necesidades y aspiraciones</i> Propósito Preocupaciones Sueños Frustraciones

COMPLETAR





Experiencia de uso



Ocasión de Uso

¿Qué ofrece nuestro Producto?

¿Cuándo necesita lo que nuestro producto ofrece?

¿Dónde?

¿Qué alternativas tiene para satisfacer la necesidad?

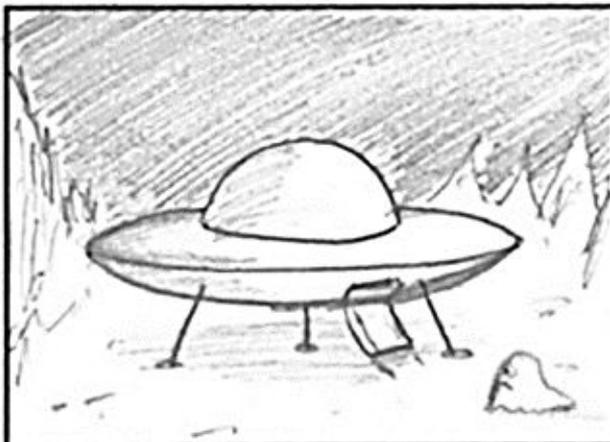


Storyboard

ATTACK
FROM
MARS

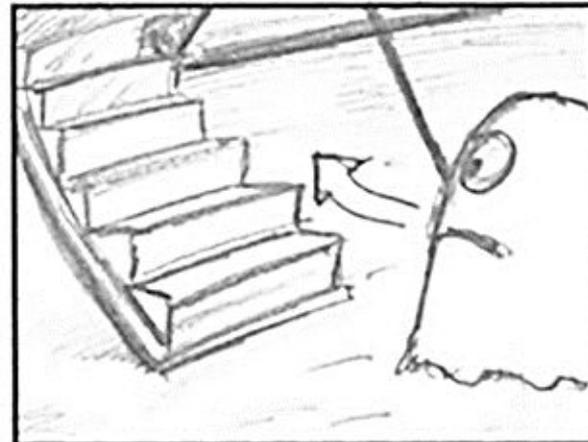
TITLE SCREEN
FADE IN FROM BLACK

6 seconds



SPACE SHIP ON SURFACE
OF MARS

4 seconds

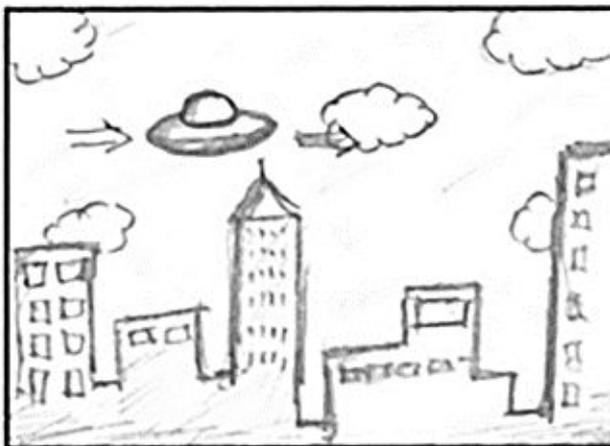


ALIEN ENTERS INTO
SPACE SHIP

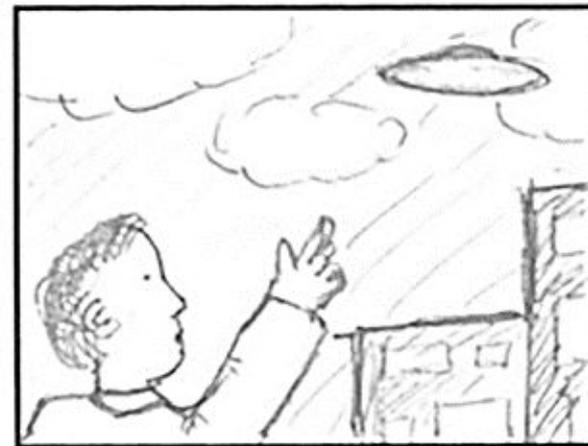
4 seconds



SPACE SHIP HOVERS FOR
A MOMENT AND THEN FLYS
TOWARDS A DISTANE EARTH



SPACE SHIP FLYS OVER
CITYSCAPE



PERSON ON GROUND
SPOTS SPACE SHIP

Storyboard

1. Add food



2. Open pressure valve



3. Double press the button to start heating



4. Stir after 5-7 minutes



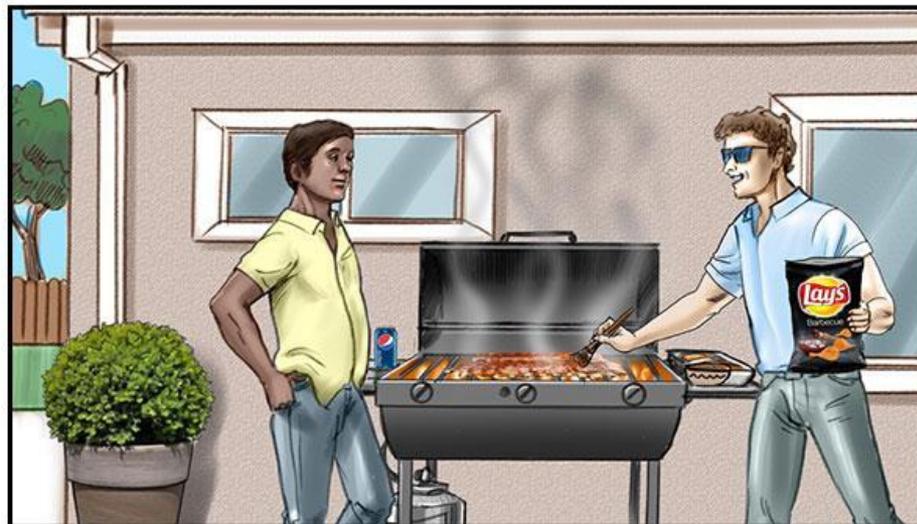
5. Replace the lid and keep the vent open



6. 5-7 minutes later, your meal is ready!



1 storyboard por ocasión de uso



Storyboard: la “persona” en ocasión de uso

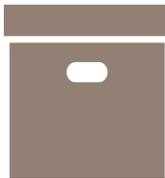


COMPLETAR





Mapa de Experiencia





THINKING
(FRAMING)

HEARING

SEEING

FEELING
(MOTIVATIONS)

DEVICE

DOING
(BEHAVIOR)

TIME RELATIONSHIPS PLACE
(CONTEXT)

NEW RELEASE
movies & games

CUSTOMER NOTICE
If you have complaints with respect to any aspect of the money transmission activities conducted at this location, you may contact the California Department of Financial Institutions at its toll-free telephone number, 1-800-622-4220, by e-mail at consumer.complaint@dfi.ca.gov, or by mail at Department of Financial Institutions, Consumer Services, 1810 13th Street, Sacramento, CA 95811.
Payment instruments are not insured by the federal government, FDIC, or any other public agency.

Recycle Beverage Containers For Cash
You can return your empty cans and bottles for cash.
To can return your cans and bottles to:
Brieto Farms
845 Market Street
San Francisco, CA 94102

Now Available in a Food Facility
Exempt Service, Asst. Mgr.
(CA Health and Safety Code 114239.8)

96

Insights



Insights



Insights



EXPERIENCE MAPPING



adaptive path



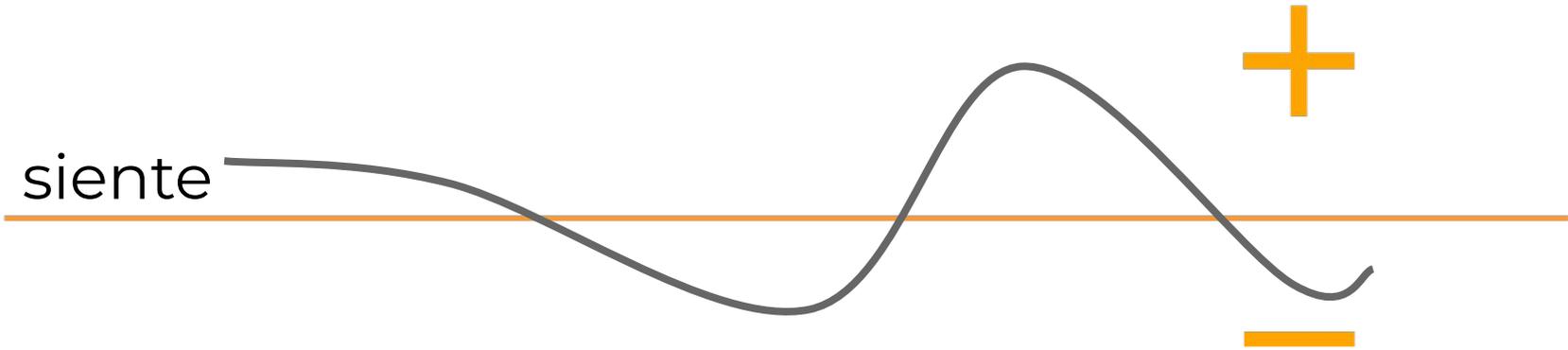
hace



piensa



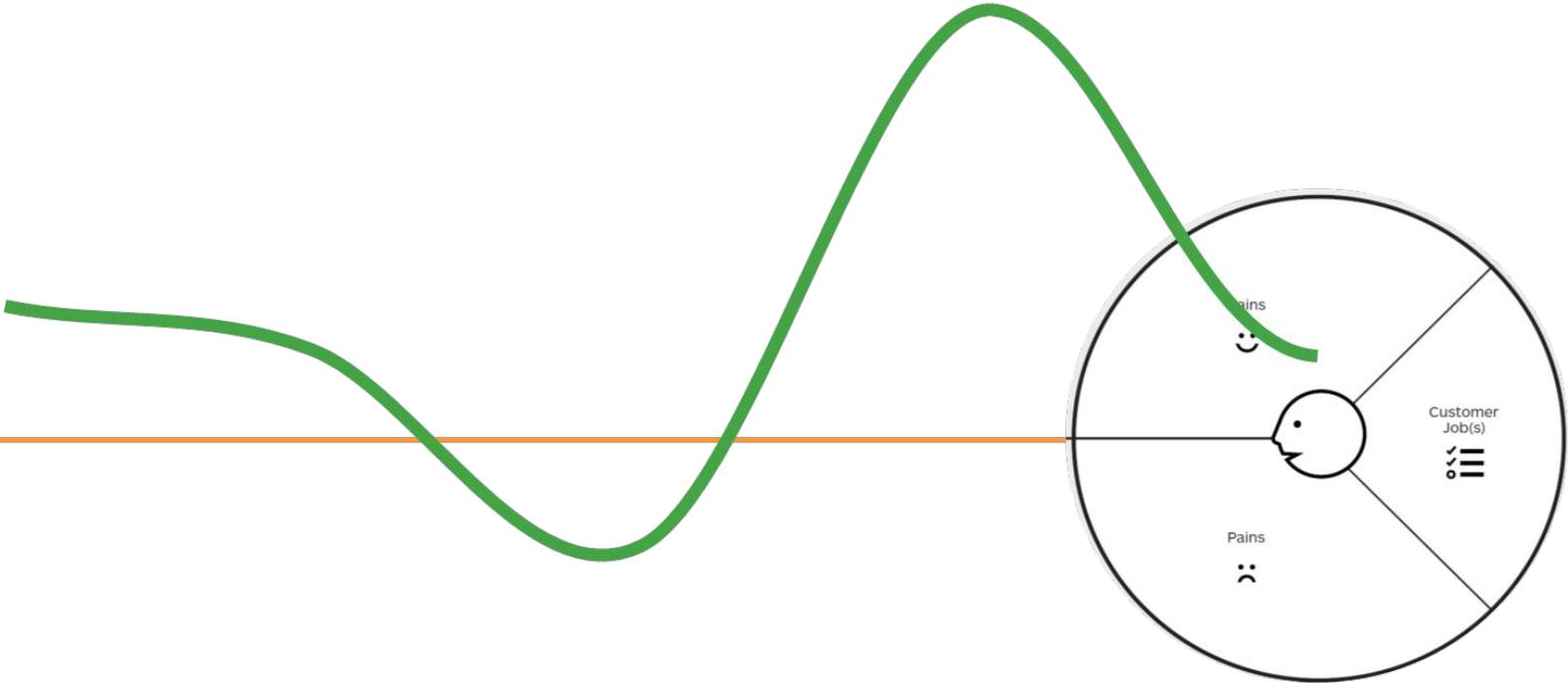
siente



COMPLETAR



Mapa de experiencia



COMPLETAR





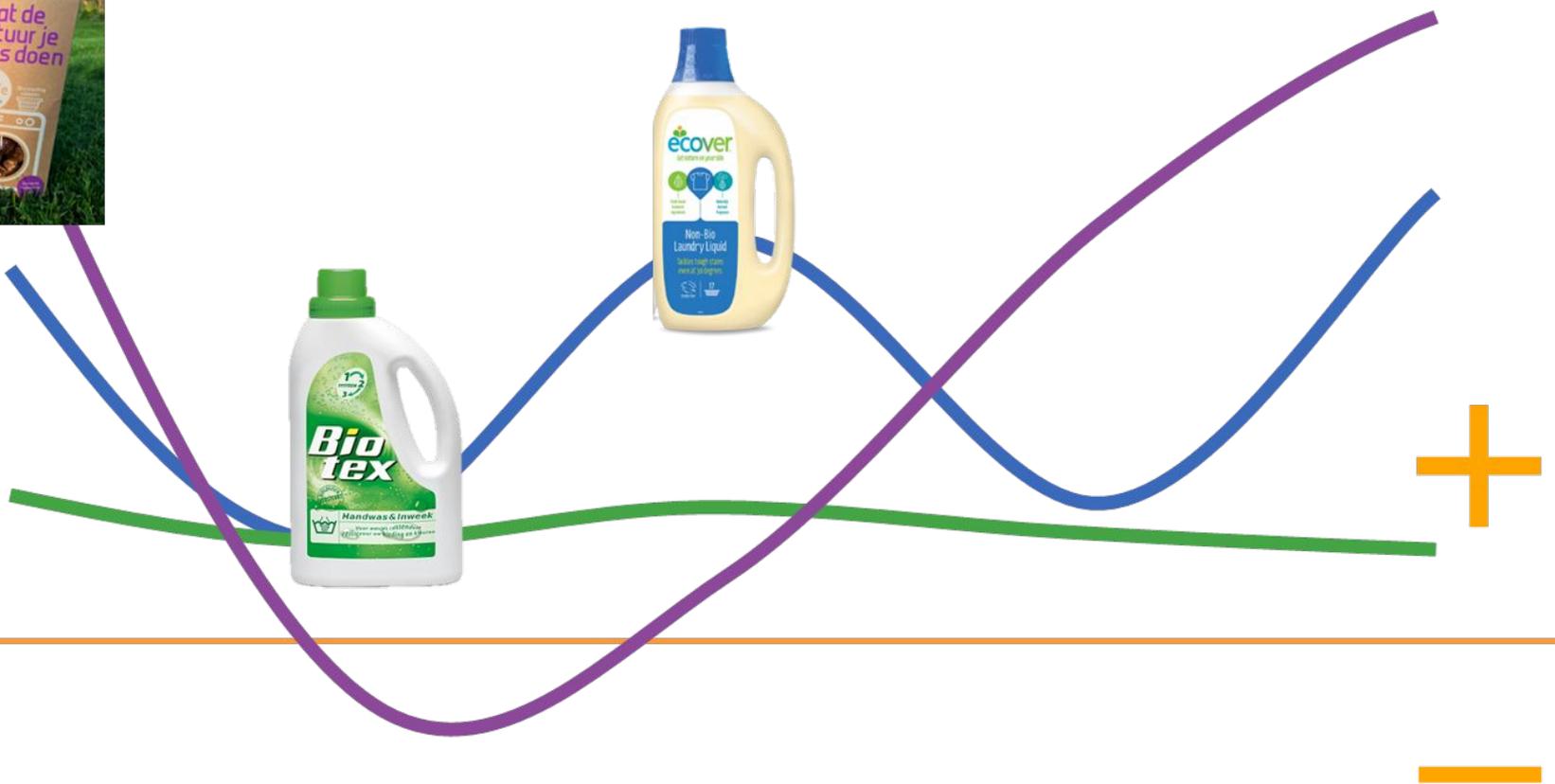
Comprar

Guardar

Abrir

Lavar

Secar



Mapa de experiencia



Mark

Business partner for FOH
Sustainable business models
100% SuSo | Locally Sourced
Will define "where to go"

Made for Bas

Convenient next gen pack

Extraordinary Pack Experience
Good plastic!

Always neat
Always clen
Always full
Doesn't harm the planet

Aim Zero Waste

Based on current needs
Based on future forecasting

where to go? Deciding the meal Order taking Order Serve Applying My touch Look & feel Enjoying the meal Social Share

Sara

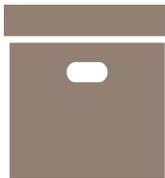


Mapa de Requisitos

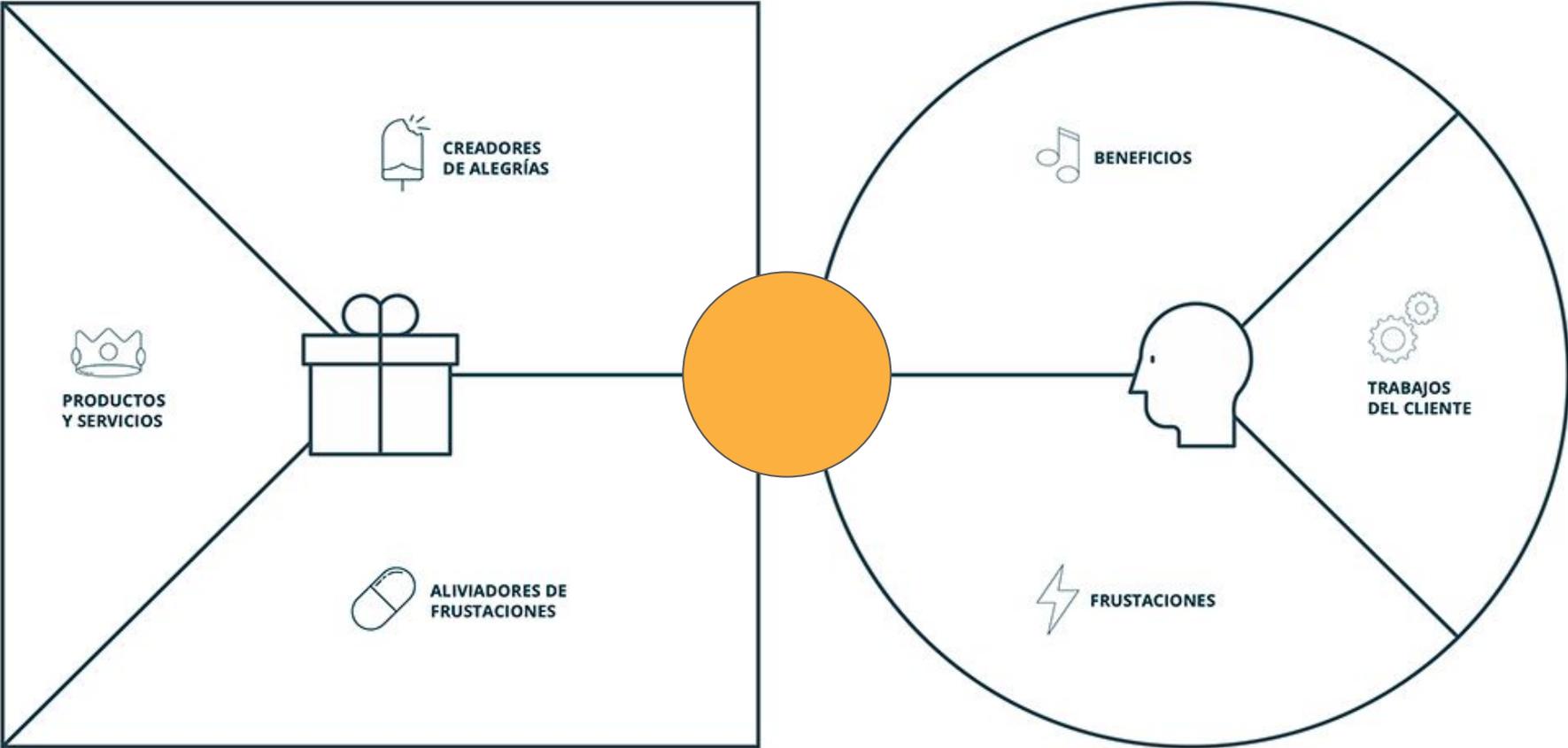




Propuesta de Valor



Propuesta de Valor



Propuesta de Valor

- Producto. ¿Qué función cumple? ¿Qué necesidades satisface?
- Categoría de Producto. General y en Particular.
Ejemplo: Alimentos->Aderezos-> mayonesa
- Relevamiento de la Competencia
 - directa, mismo producto
 - indirecta, producto alternativo.
- Marca. Valores de marca.
(Si fuese una persona, ¿qué atributos la hacen única?)
- Usuario. Definir el perfil de usuario del producto.
Edad, ¿Qué hace? ¿dónde y con quién vive?
- Punto de venta. ¿En qué canales de venta está presente?
- Ocasión de uso. ¿dónde y cuándo?
- Experiencia de Usuario. Pasos. desde la compra hasta el descarte.
Requisitos Emocionales y Funcionales durante el uso



Herramientas

- Inventario de Elementos
- Etapas de ciclo de Vida
- Mapa de requisitos
- **Proto persona**
- **Storyboard/ ocasión**
- **mapa de UX**
- **Propuesta de valor**

