



PERSONAL SHIFT JOURNEY

MY IDEAS ABOUT:

CHANGED FROM THESE ASSUMPTIONS, VALUES, PERSPECTIVES:

TO THESE ASSUMPTIONS, VALUES, PERSPECTIVES:

BECAUSE THESE THINGS HAPPENED:

IN THE PAST, I SAW THE WORLD AS:

I SEE THE WORLD THIS WAY NOW:

PAST

NOW

FUTURE

BECAUSE OF THESE REASONS:

MY HOPES FOR THE FUTURE:



DRAW OR WRITE KEY EVENTS OF YOUR EXPERIENCE ► PLACE THEM IN SQUARES



DRAW OR WRITE KEY EVENTS THAT SHIFTED YOUR PERSPECTIVES, THINKING, VALUES TO CHANGE ► DRAW A LIGHTBULB NEXT TO IT



SERVICE JOURNEY

WHAT SERVICE:

I WENT TO USE THIS SERVICE BECAUSE I WANTED TO:

BEFORE I CONNECTED WITH THE SERVICE

I WAS THINKING:

I WAS FEELING:

I WAS HOPING:

FIRST CONTACT WITH SERVICE

WHAT HAPPENED?:

WHAT DID PEOPLE SAY?:

WHAT DID PEOPLE DO?:

HOW DID YOU FEEL?:

THEN WHAT HAPPENED?

WHAT DID THE EXPERIENCE LOOK LIKE?

WHAT DID YOU SAY AND DO?

HOW DID YOU FEEL?:

THEN WHAT HAPPENED?

WHAT DID THE EXPERIENCE LOOK LIKE?

WHAT DID YOU SAY AND DO?

HOW DID YOU FEEL?:

WHAT WAS THE LAST INTERACTION?

HOW DID YOU FEEL?:

WHAT HAPPENED AFTER?

WHAT DID YOU DO?

HOW DID YOU FEEL?:

EVALUATION

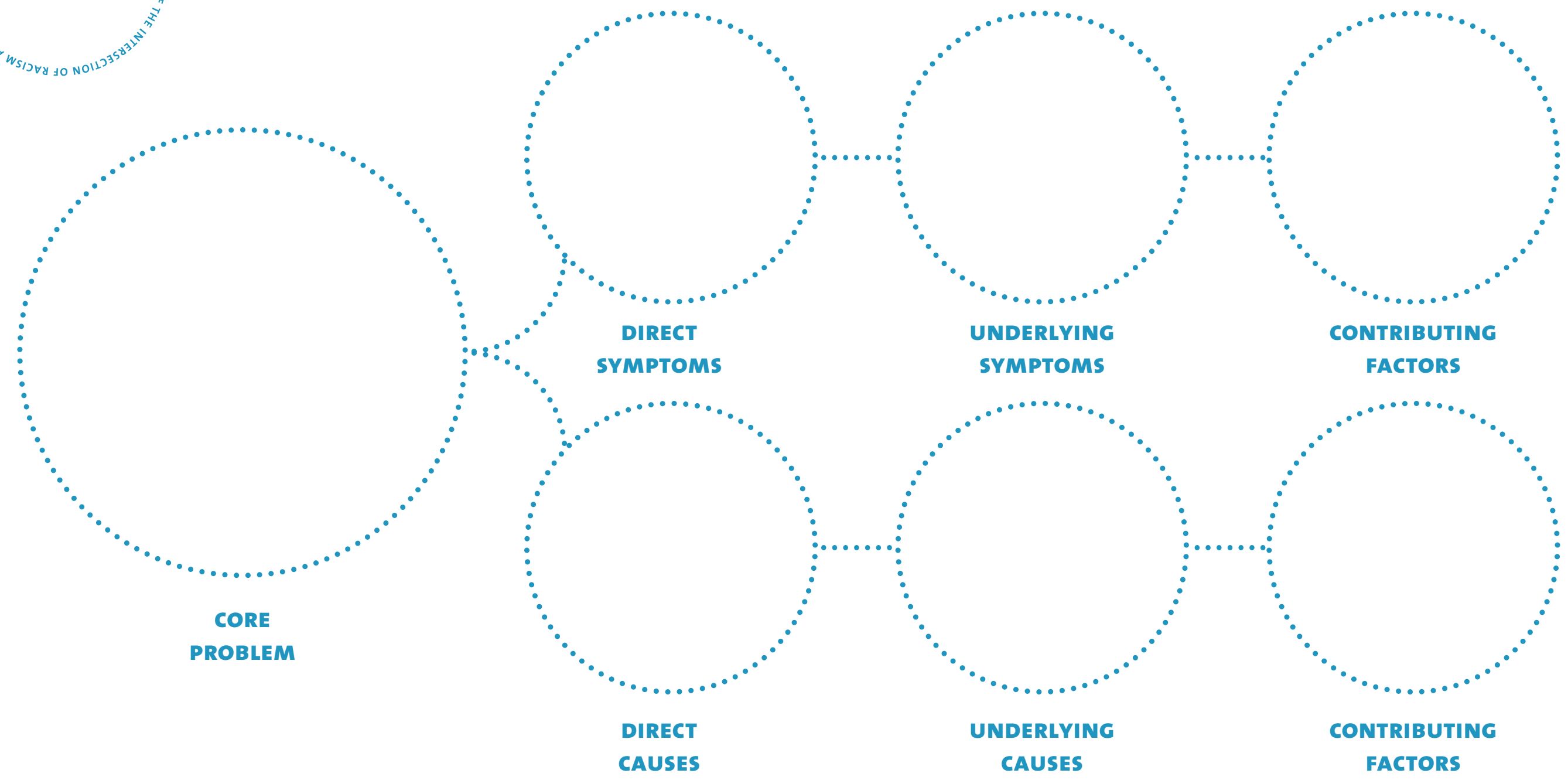
DID THE SERVICE MEET EXPECTATIONS?

WHAT COULD HAVE PEOPLE ON THE JOURNEY SAID OR DONE DIFFERENTLY?

BEFORE THE SERVICE

DURING THE SERVICE

AFTER THE SERVICE



 **CAUSES ARE THE REASON WHY SOMETHING HAPPENS**

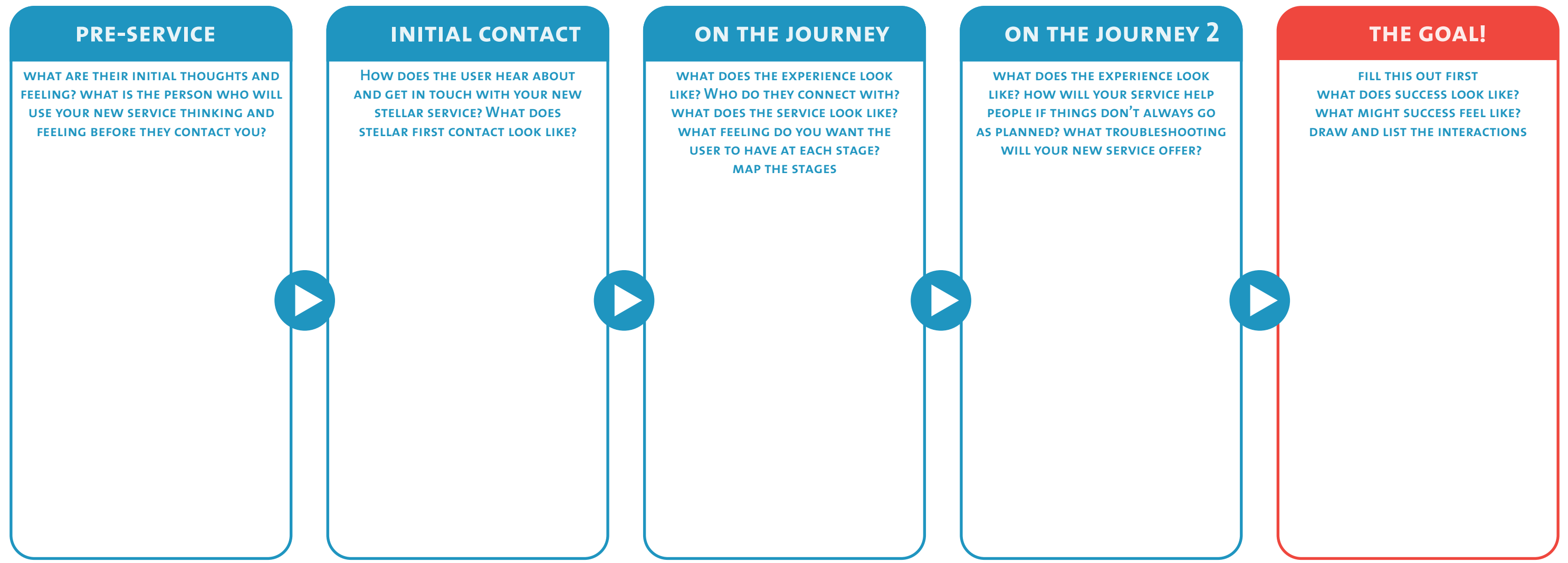
 **SYMPTOMS ARE WHAT WE SEE AS A RESULT OF THE PROBLEM**



MAKE YOUR IDEAS VISUAL



YOU MIGHT TRY MAKING AN IMAGINED STORY JOURNEY OF WHAT YOUR SERVICE INNOVATION LOOKS LIKE. TRY TO NOT JUST USE KEY WORDS. DRAW. SHOW THE FEELINGS AT EACH STAGE AND WHAT IS NEEDED AT EACH STAGE.



WHAT WAS YOUR CHALLENGE

WHAT'S THE BIG IDEA?