



ATLANTA

Atlanta Service Jam 2017 @ GA Tech
GLOBAL SERVICE JAM | 02.17 - 02.19



Jam Tools



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An expression of how a service will solve a particular user need. It clearly identifies the target market, the service, and which problems it is going to address.

Positioning Statement

is a

that provides

with



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Persona

A simple profile of a service user(s) or service provider(s). Persona's help communicate the differences between key users and can provide context to stories.

Name:

Age:

Gender:

Location:

Family Context:

Financial Situation:

Skills:

Personality:

Likes:

Wants:

Needs:

Extra Info:



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Journey Map

Before

During

After



A structured visualization of a service user's experience. The journey most frequently charts a path from one touchpoint to the next and **tells a story**, complete with interactions and emotions.

User Actions:

Service Actions:

Touchpoints:



Journey Map

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Before



User Actions:

Service Actions:

Touchpoints:



Journey Map

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During



User Actions:

Service Actions:

Touchpoints:



Journey Map

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After



User Actions:

Service Actions:

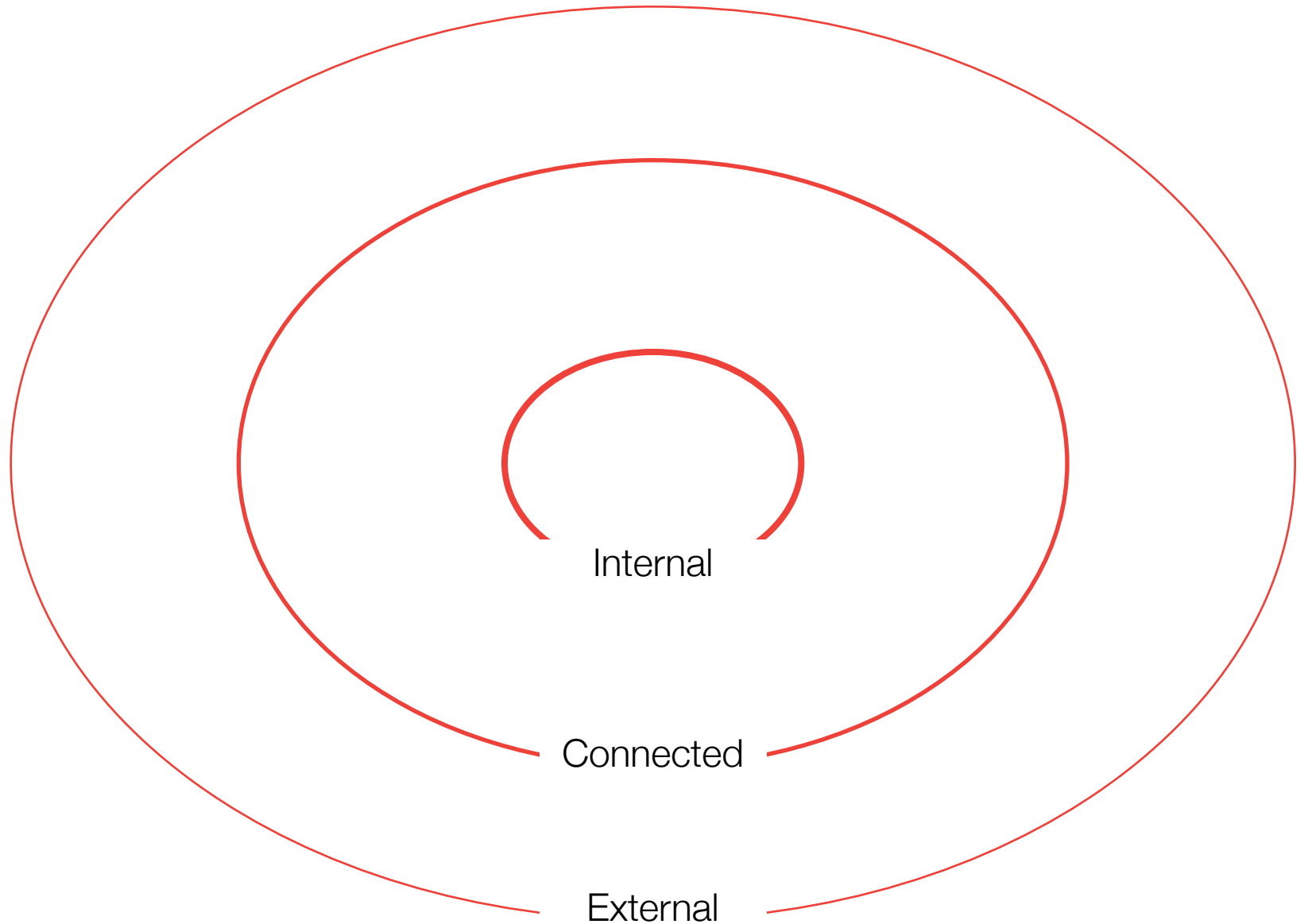
Touchpoints:



Stakeholder Map

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A visual (or physical) representation of the various groups involved with a particular service. Once mapped out, the interplay between these various groups can be analyzed.





Business Model

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Allows a simple visual overview of how a business or organization delivers value to its customers. It helps identify opportunities to **Eliminate**, **Reduce**, **Raise**, or **Create** to help differentiate from competitors.

