

JOURNEY MAP

This activity happens at the end of the experience, and is intended to serve as a collaboration tool. The goal of this exercise is to generate opportunities that will overcome some of the potential challenges brought up by the Loft experience.

HOW IT WORKS

Your team will find a journey map and cards at the collaboration table. The journey can be mapped through the eyes of the archetype or of your own organization.

STEP 1: Let the content of the City of Sonder help you identify a goal for your archetype.

STEP 2: Consider the potential obstacles associated with that goal.

STEP 3: Identify enablers and inhibitors that impact your obstacles and record them onto the blank cards provided to you. Prompt cards can be collected from the archetype, and future shifts can be modified to serve as enablers and inhibitors.

STEP 4: Organize the provided cards into stacks of inhibitors, enablers, and life events. You can now start the journey as a team, either taking turns completing the tasks, or working collectively. As you land on a space, be sure to draw a card from the corresponding stack, or select the one that best fits the milestone, and write your response onto the board before moving on.

The “company intervention” space on the board is provided to help your organization ideate a product or service that you can present in order to guide your archetype to a better path.

STEP 5: The journey is complete once you have reached the goal state, and have created a breadth of ideas to take home with your team.

MATERIALS AT HAND

The board game and cards are there to keep your team's ideas organized. Write on everything. This is the time for you to explore every option in order to make your goal a reality.

Goals:

- Provide a road map to a challenge

Requirements:

- Identify goal state

Materials:

- Journey map
- Cards

