

Materials We Love

KERRY
BODINE & CO.



THINGS TO WRITE WITH

✓ SHARPIE FINE POINT

(Or Stabilo Pen 68) We typically outlaw ballpoint pens in our workshops, so this is by far our most-used writing implement. The weight of the stroke means you don't have to be six inches from a sticky note to read what's written. Bring at least one per participant.

✓ SHARPIE CHISEL

Great for name tags, flip charts sketches, or anything else that needs a thicker point.

✓ SHARPIE ULTRA FINE POINT

If you're filling out worksheets or marking up printed materials like communications, bills, or website mock-ups, this pen-like tip keeps longer commentary legible.



THINGS TO WRITE ON

✓ BUTCHER PAPER

This is your canvas — the basis for all your exercises. Invest in a roll that's:

- **Tall:** At least three feet in height, four if you can swing it.
- **Heavy:** Get the good stuff — it should be thick enough to lie at against the wall.
- **Sizeable:** For a typical journey mapping workshop, you'll need a few 8- to 12-foot sheets per small group. That's easily 80 feet of paper.



STICKY THINGS

✓ STICKERS

We almost always need a use for these two types:

- **Dot labels:** Great for evaluating touchpoints—we might use red for missed expectations, blue to indicate a need for feedback, and so on.
- **Emotion stickers:** Yes, (most of) our journey mapping involves fully-grown adults, but everybody loves stickers with silly faces on them. And they're great tools to expose real perceptions and needs throughout an experience.

✓ PAINTERS' TAPE

When securing your butcher paper canvasses to the walls, break out a bright blue roll of easy-release painters' tape to avoid accidentally resurfacing your walls.

- If they're sagging, reinforce your wall hangings during a break with extra tape. Covering paper in sticky notes makes it much heavier.
- Some walls bond with the tape better than others. Poster putty is a good alternative if your journey mapping canvasses are particularly stubborn about staying on your walls.

✓ STICKY NOTES

We declare victory when virtually every surface is papered with colorful squares.

We use:

- **Super sticky full-adhesive notes:** Not for the casual Post-it® note user, these things have some serious stick. You can move them multiple times and they'll stay put, even when you roll up your canvas post-workshop. Normal sticky notes can't hack the journey mapping lifestyle and tend to hit the floor by day's end.
- **Many colors:** A typical workshop involves 4 – 6 hues. For example, we might use orange to represent customer actions, green for needs, and blue for solutions.
- **A LOT:** We might churn through 2,000 stickies in the course of a day, so stock up—you can repurpose leftovers for your next workshop. Estimate one pad per person per color.

Don't panic if you don't have the precise ingredients we've specified—the recipe for a great workshop involves a healthy dose of improvisation.



Feasibility



LOGISTICAL THINGS

✓ NAME TAGS

Essential when customers are present. And even in an internal workshop, they prevent those awkward cross-departmental memory lapses.

✓ CAMERA

During breaks, photograph the outputs of each exercise. This gives remote teams access for shared analysis, and functions as a safeguard against sticky note fallo . Snap some action shots as well to help tell the story of the workshop and methodology.

✓ PRINTOUTS

If you've got outputs from ethnographic research or previous journey mapping efforts, provide a few hard copies per group. Avoid digital versions—once participants' devices emerge, workshop engagement can nose dive.

✓ EXTENSION CORDS

Note-takers will need a power top-up during a 6 – 8 hour workshop. Keep their laptops from dying by stationing each group's scribe within outlet reach.

✓ TIMER

When we say seven minutes for brainstorming, we mean it! We plan our exercises to the minute to help groups stay on track.

✓ POSTER TUBE(S)

Folding up sticky-note laden maps for transport can result in a torn and tangled mess. Instead, roll them up tightly and stick them in a poster tube—much easier to fit in an airplane's overhead bin.



FUN STUFF

If your workshop involves co-creating a vision of your future customer journey or prototyping a new touchpoint, raid your kids' backpacks for craft supplies.

- You might need tape, scissors, or glue sticks for stitching together prototypes.
- Quirky sticky note shapes like quote bubbles help capture emotions and stories along your customer journey. 3M makes sticky notes in all shapes and sizes—including truly massive post-its up to two feet across.