

## Designing Better Maps A For Gis S

Discusses the history of pictorial maps and their use in newspapers, magazines, and television reporting and explains the mapmaking process  
 Why attractive things work better and other crucial insights into human-centered design Emotions are inseparable from how we humans think, choose, and act. In Emotional Design, cognitive scientist Don Norman shows how the principles of human psychology apply to the invention and design of new technologies and products. In The Design of Everyday Things, Norman made the definitive case for human-centered design, showing that good design demanded that the user's must take precedence over a designer's aesthetic if anything, from light switches to airplanes, was going to work as the user needed. In this book, he takes his thinking several steps farther, showing that successful design must incorporate not just what users need, but must address our minds by attending to our visceral reactions, to our behavioral choices, and to the stories we want the things in our lives to tell others about ourselves. Good human-centered design isn't just about making effective tools that are straightforward to use; it's about making affective tools that mesh well with our emotions and help us express our identities and support our social lives. From roller coasters to robots, sports cars to smart phones, attractive things work better. Whether designer or consumer, user or inventor, this book is the definitive guide to making Norman's insights work for you.  
 Presents a variety of well-designed maps to detail techniques and guidelines for creating cartographic effects using ESRI ArcGIS Desktop software.  
 Learn how to use QGIS to take your cartographic products to the highest level. With step-by-step instructions for creating the most modern print map designs seen in any instructional materials to-date, this book covers everything from basic styling and labeling to advanced techniques like illuminated contours and dynamic masking. See how QGIS is rapidly surpassing the cartographic capabilities of any other geoware available today with its data-driven overrides, flexible expression functions, multitudinous color tools, blend modes, and atlasng capabilities. All example data and project files are included. Written by two of the leading experts in the realm of open source mapping, Anita Graser and Gretchen N. Peterson are experienced authors who pour their wealth of knowledge into the book. To get the most from the book, you'll need QGIS 2.14 LTR and a basic working knowledge of QGIS. Get ready to bump up your mapping experience!

Why We Love (or Hate) Everyday Things

Using Poverty Maps to Design Better Policies and Interventions

A Compendium of Design Thinking for Mapmakers

Semiology of Graphics

Mapping by Design

A Visual Guide to Map Design for GIS

Airline Maps

A Guide to Effective Map Design, Third Edition

**Originally published in French in 1967, "Semiology of Graphics" holds a significant place in the theory of information design. It presents a close study of graphic techniques including shape, orientation, color, texture, volume, and size in an array of more than 1,000 maps and diagrams.**

**This authoritative, reader-friendly text presents core principles of good map design that apply regardless of production methods or technical approach. The book addresses the crucial questions that arise at each step of making a map: Who is the audience? What is the purpose of the map? Where and how will it be used? Students get the knowledge needed to make sound decisions about data, typography, color, projections, scale, symbols, and nontraditional mapping and advanced visualization techniques. Pedagogical Features: \*Over 200 illustrations (also available at the companion website as PowerPoint slides), including 23 color plates \*Suggested readings at the end of each chapter.**

**\*Recommended Web resources. \*Instructive glossary**

**Mapping by Design: A Guide to ArcGIS Maps for Adobe Creative Cloud** serves as a practical guide for all mapmakers who want to create compelling maps using Adobe(R) Illustrator(R).

**Lauded for its accessibility and beautiful design, this text has given thousands of students and professionals the tools to create effective, compelling maps. Using a wealth of illustrations--with 74 in full color--to elucidate each concisely presented point, the revised and updated third edition continues to emphasize how design choices relate to the reasons for making a map and its intended purpose. All components of map making are covered: titles, labels, legends, visual hierarchy, font selection, how to turn phenomena into visual data, data organization, symbolization, and more. Innovative pedagogical features include a short graphic novella, good design/poor design map examples, end-of-chapter suggestions for further reading, and an annotated map examplar that runs throughout the book. New to This Edition \*Expanded coverage of using mobile digital devices to collect data for maps, including discussions of location services and locational privacy. \*New and revised topics: how to do sketch maps, how map categories and symbols have changed over time, designing maps on desktop computers and mobile devices, human perception and color, and more. \*Separate, expanded chapter on map symbol abstraction. \*Additional case studies of compelling phenomena such as children's traffic fatalities based on race, the spread of tropical diseases, and the 2012 presidential election.**

**Designing Web Navigation**

**Designed Maps**

**Thematic Mapping**

**Understanding by Design**

**How to Solve Big Problems and Test New Ideas in Just Five Days**

**A Nicaraguan Journey**

**Journey Maps**

**Design accurate and user-friendly maps to share the story of your data**

A highly visual exploration of diagrams and data that helps you understand how "maps" are part of everyday thinking, how they tell stories, and how they can reframe your point of view, from Stanford University's world-renowned d.school. "This book is the ultimate legend to mapping all kinds of data."—Jessica Hagy, Webby Award-winning blogger of Indexed and author of How to Be Interesting (In Ten Simple Steps) Maps aren't just geographic, they are also infographic and include all types of frameworks and diagrams. Any figure that sorts data visually and presents it spatially is a map. Maps are ways of organizing information and figuring out what's important. Even stories can be mapped! The Secret Language of Maps provides a simple framework to deconstruct existing maps and then shows you how to create your own. An embedded mystery story about a woman who investigates the disappearance of an old high school friend illustrates how to use different maps to make sense of all types of information. Colorful illustrations bring the story to life and demonstrate how the fictional character's collection of data, properly organized and "mapped," leads her to solve the mystery of her friend's disappearance. You'll learn how to gather data, organize it, and present it to an audience. You'll also learn how to view the many maps that swirl around our daily lives with a critical eye, aware of the forces that are in play for every creator.

From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers.

The visualization process doesn't happen in a vacuum; it is grounded in principles and methodologies of design, cognition, perception, and human-computer-interaction that are combined to one's personal knowledge and creative experiences. Design for Information critically examines other design solutions —current and historic— helping you gain a larger understanding of how to solve specific problems. This book is designed to help you foster the development of a repertoire of existing methods and concepts to help you overcome design problems. Learn the ins and outs of data visualization with this informative book that provides you with a series of current visualization case studies. The visualizations discussed are analyzed for their design principles and methods, giving you valuable critical and analytical tools to further develop your design process. The case study format of this book is perfect for discussing the histories, theories and best practices in the field through real-world, effective visualizations. The selection represents a fraction of effective visualizations that we encounter in this burgeoning field, allowing you the opportunity to extend your study to other solutions in your specific field(s) of practice. This book is also helpful to students in other disciplines who are involved with visualizing information, such as those in the digital humanities and most of the sciences.

**#1 NEW YORK TIMES BEST SELLER •** At last, a book that shows you how to build—design—a life you can thrive in, at any age or stage Designers create worlds and solve problems using design thinking. Look around your office or home—at the tablet or smartphone you may be holding or the chair you are sitting in. Everything in our lives was designed by someone. And every design starts with a problem that a designer or team of designers seeks to solve. In this book, Bill Burnett and Dave Evans show us how design thinking can help us create a life that is both meaningful and fulfilling, regardless of who or where we are, what we do or have done for a living, or how young or old we are. The same design thinking responsible for amazing technology, products, and spaces can be used to design and build your career and your life, a life of fulfillment and joy, constantly creative and productive, one that always holds the possibility of surprise.

A Guide to Arcgis Maps for Adobe Creative Cloud

How to Build a Well-Lived, Joyful Life

The Maps, Stations, and Design of the Métro

Applying Service Design Thinking in the Real World

Emotional Design

New Tools, Skills, and Mindset for Strategy and Innovation

The ArcGIS Book

Pictorial Maps

Implementing the ArcGIS Pro technique to design accurate, user friendly maps and making appropriate cartographic decisions Key Features - Build visually stunning and useful maps; - Understand the cartographic workflows and the decisions you must take before creating the map; - Learn to create appropriate map elements and layout designs -Use the ArcGIS Online's Smart Mapping technique to create clear webmaps Book Description ArcGIS Pro is a geographic information system for working with maps and geographic information. This book will help you create visually stunning maps that increase the legibility of the stories being mapped and introduce visual and design concepts into a traditionally scientific, data-driven process. The book begins by outlining the steps of gathering data from authoritative sources and lays out the workflow of creating a great map. Once the plan is in place you will learn how to organize the Contents Pane in ArcGIS Pro and identify the steps involved in streamlining the production process. Then you will learn Cartographic Design techniques using ArcGIS Pro's feature set to organize the page structure and create a custom set of color swatches. You will be then exposed to the techniques required to ensure your data is clear and legible no matter the size or scale of your map. The later chapters will help you understand the various projection systems, trade-offs between them, and the proper applications of them to make sure your maps are accurate and visually appealing. Finally, you will be introduced to the ArcGIS Online ecosystem and how ArcGIS Pro can utilize it within the application. You will learn Smart Mapping, a new feature of ArcGIS Online that will help you to make maps that are visually stunning and useful. By the end of this book, you will feel more confident in making appropriate cartographic decisions. What you will learn - Using ArcGIS Pro to create visually stunning maps and make confident cartographic decisions - Leverage precise layout grids that will organize and guide the placement of map elements - Make appropriate decisions about color and symbols - Critically evaluate and choose the perfect projection for your data - Create clear webmaps that focus the reader ' s attention using ArcGIS Online ' s Smart Mapping capabilities Who this book is for If you are a GIS analyst or a Map designer who would like to create and design a map with ArcGIS Pro then this book is for you. A basic GIS knowledge is assumed.

Successful web design teams depend on clear communication between developers and their clients—and among members of the development team. Wireframes, site maps, flow charts, and other design diagrams establish a common language so designers and project teams can capture ideas, track progress, and keep their stakeholders informed. In this all new edition of Communicating Design, author and information architect Dan Brown defines and describes each deliverable, then offers practical advice for creating the documents and using them in the context of teamwork and presentations, independent of methodology. Whatever processes, tools, or approaches you use, this book will help you improve the creation and presentation of your wireframes, site maps, flow charts, and other deliverables. The book now features: An improved structure comprising two main sections: Design Diagrams and Design Deliverables. The first focuses on the nuts and bolts of design documentation and the second explains how to pull it all together. New deliverable: design briefs, as well as updated advice on wireframes, flow charts, and concept models. More illustrations, to help designers understand the subtle variations and approaches to creating design diagrams. Reader exercises, for those lonely nights when all you really want to do is practice creating wireframes, or for use in workshops and classes. Contributions from industry leaders: Tamara Adlin, Stephen Anderson, Dana Chisnell, Nathan Curtis, Chris Fahey, James Melzer, Steve Mulder, Donna Spencer, and Russ Unger. " As an educator, I have looked to

Communicating Design both as a formal textbook and an informal guide for its design systems that ultimately make our ideas possible and the complex clear. " —Liz Danzico, from the Foreword

This is a collection of maps that tread off the beaten path of mapmaking and redefine exactly what a map can do. Some incorporate strategies from infographics, such as one that uses abstract depictions of public transportation lines to display riders travel patterns, while others use traditional strategies to explore contemporary subjects such as maps of countries in video games, gentrification in Brooklyn, or the geology of Great Britain. With hundreds of innovative maps from cartographers around the world, in which innovation, observation, and artistic vision are linked as one.

A behind-the-scenes look at the extraordinary and meticulous design of graphic objects for film sets Although graphic props such as invitations, letters, tickets, and packaging are rarely seen close-up by a cinema audience, they are designed in painstaking detail. Dublin-based designer Annie Atkins invites readers into the creative process behind her intricately designed, rigorously researched, and visually stunning graphic props. These objects may be given just a fleeting moment of screen time, but their authenticity is vital and their role is crucial: to nudge both the actors on set and the audience just that much further into the fictional world of the film.

The Demand for Maps in Renaissance Italy

Discover the Whole Story, Build the Right Product

User Story Mapping

Worldly Consumers

This Is Service Design Doing

A Sourcebook for GIS Users

Choosing a Map Projection

A Guide for GIS Users

***A nostalgic and celebratory look back at one hundred years of passenger flight, featuring full-color reproductions of route maps and posters from the world's most iconic airlines, from the author of bestselling cult classic Transit Maps of the World. In this gorgeously illustrated collection of airline route maps, Mark Ovenden and Maxwell Roberts look to the skies and transport readers to another time. Hundreds of images span a century of passenger flight, from the rudimentary trajectory of routes to the most intricately detailed birds-eye views of the land to be flown over. Advertisements for the first scheduled commercial passenger flights featured only a few destinations, with stunning views of the countryside and graphics of biplanes. As aviation took off, speed and mileage were trumpeted on bold posters featuring busy routes. Major airlines produced highly stylized illustrations of their global presence, establishing now-classic brands. With trendy and forward-looking designs, cartographers celebrated the coming together of different cultures and made the earth look ever smaller. Eventually, fleets got bigger and routes multiplied, and graphic designers have found creative new ways to display huge amounts of information. Airline hubs bring their own cultural mark and advertise their plentiful destination options. Innovative maps depict our busy world with webs of overlapping routes and networks of low-cost city-to-city hopping. But though flying has become more commonplace, Ovenden and Roberts remind us that early air travel was a glamorous affair for good reason. Airline Maps is a celebration of graphic design, cartographic skills and clever marketing, and a visual feast that reminds us to enjoy the journey as much as the destination.***

***A comprehensive, one-stop-shop cartography guide, this book serves as a reference and an inspiration for anyone who is required to make a map, but it does so using a modern visual style.***

***In the five years since the publication of the first edition of A Guide to Effective Map Design, cartography and software have become further intertwined. However, the initial motivation for publishing the first edition is still valid: many GISers enter the field without so much as one hour of design instruction in their formal education. Yet they are then tasked with creating one the most effective, easily recognized communication tools: a map. See What's New in the Second Edition Projection theory Hexagonal binning Big Data point density maps Scale dependent map design 3D building modeling Digital cartography and its best practices Updated graphics and references Study questions and lab exercises at the end of each chapter In this second edition of a bestseller, author Gretchen Peterson takes a "don't let the technology get in the way" approach to the presentation, focusing on the elements of good design, what makes a good map, and how to get there, rather than specific software tools. She provides a reference that you can thumb through time and again as you create your maps. Copiously illustrated, the second edition explores novel concepts that kick-start your pursuit of map-making excellence. The book doesn't just teach you how to design and create maps, it teaches you how to design and create better maps.***

***Designing Better MapsA Guide for GIS UsersESRI Press***

***Mismatch***

***Qgis Map Design***

***Design Justice***

***Designing Your Life***

***Paris Underground***

***How Inclusion Shapes Design***

***The Jaguar Smile***

How can you establish a customer-centric culture in an organization? This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization. Great customer experience needs a common language across disciplines to break down silos within an organization. This book provides a consistent model for accomplishing this and offers hands-on descriptions of every single step, tool, and method used. You'll be able to focus on your customers and iteratively improve their experience. Move from theory to practice and build sustainable business success.

This is a hands-on book about ArcGIS that you work with as much as read. By the end, using Learn ArcGIS lessons, you'll be able to say you made a story map, conducted geographic analysis, edited geographic data, worked in a 3D web scene, built a 3D model of Venice, and more.

An exploration of how design might be led by marginalized communities, dismantle structural inequality, and advance collective liberation and ecological survival. What is the relationship between design, power, and social justice? "Design justice" is an approach to design that is led by marginalized communities and that aims explicitly to challenge, rather than reproduce, structural inequalities. It has emerged from a growing community of designers in various fields who work closely with social movements and community-based organizations around the world. This book explores the theory and practice of design justice, demonstrates how universalist design principles and practices erase certain groups of people—specifically, those who are intersectionally disadvantaged or multiply burdened under the matrix of domination (white supremacist heteropatriarchy, ableism, capitalism, and settler colonialism)—and invites readers to "build a better world, a world where many worlds fit; linked worlds of collective liberation and ecological sustainability." Along the way, the book documents a multitude of real-world community-led design practices, each grounded in a particular social movement. Design Justice goes beyond recent calls for design for good, user-centered design, and employment diversity in the technology and design professions; it connects design to larger struggles for collective liberation and ecological survival.

Thematic Mapping: 101 Inspiring Ways to Visualise Empirical Data explores the rich diversity of thematic mapping using a single dataset from the 2016 US presidential election.

10 Big Ideas about Applying the Science of where

How to Lie with Maps, Third Edition

The Secret Language of Maps

Communicating Design

Making Maps, Third Edition

Fake Love Letters, Forged Telegrams, and Prison Escape Maps

101 Inspiring Ways to Visualise Empirical Data

Urban Bikeway Design Guide, Second Edition

"This book focuses on how inexpensive maps, produced for the masses, accrued cultural value for everyday consumers in Renaissance Italy, who wanted to own and display maps in their homes as works of art--not for practical use, but for their cultural capital as commodities"--ECIP info.

Presents a multifaceted model of understanding, which is based on the premise that people can demonstrate understanding in a variety of ways.

Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. Designing Web Navigation demonstrates that good navigation is not about technology-it's about the ways people find information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, Designing Web Navigation offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book: Provides the foundations of web navigation and offers a framework for navigation design Paints a broad picture of web navigation and basic human information behavior Demonstrates how navigation reflects brand and affects site credibility Helps you understand the problem you're trying to solve before you set out to design Thoroughly reviews the mechanisms and different types of navigation Explores "information scent" and "information shape" Explains "persuasive" architecture and other design concepts Covers special contexts, such as navigation design for web applications Includes an entire chapter on tagging While Designing Web Navigation focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action.

More than one thousand maps, diagrams, and photographs offer a graphic history of the Paris subway system.

Developing Web Site Documentation for Design and Planning

The Tool for Design Innovation

Designing Graphic Props for Filmmaking

A Guide to Effective Map Design, Second Edition

Map Use

GIS Cartography

Diagrams, Networks, Maps

Designing Better Maps

*Designing Better Maps: A Guide for GIS Users, second edition, breaks down the myriad decisions involved in creating maps that communicate effectively. The second edition includes updated material and a new chapter on map publishing.*

*An instant classic when first published in 1991, How to Lie with Maps revealed how the choices mapmakers make--consciously or unconsciously--mean that every map inevitably presents only one of many possible stories about the places it depicts. The principles Mark Monmonier outlined back then remain true today, despite significant technological changes in the making and use of maps. The introduction and spread of digital maps and mapping software, however, have added new wrinkles to the ever-evolving landscape of modern mapmaking. Fully updated for the digital age, this new edition of How to Lie with Maps examines the myriad ways that technology offers new opportunities for cartographic mischief, deception, and propaganda. While retaining the same brevity, range, and humor as its predecessors, this third edition includes significant updates throughout as well as new chapters on image maps, prohibitive cartography, and online maps. It also includes an expanded section of color images and an updated list of sources for further reading.*

*A guide to map design covers such topics as resolution and viewing distance, fonts and symbols, colors, scale bars, and export options.*

*This book offers a much-needed critical approach to the intelligent use of the wide variety of map projections that are rapidly and inexpensively available today. It also discusses the distortions that are immanent in any map projection. A well-chosen map projection is one in which extreme distortions are smaller than those in any other projection used to map the same area and in which the map properties match its purpose. Written by leading experts in the field, including W. Tobler, F.C. Kessler, S.E. Battersby, M.P. Finn, K.C. Clarke, V.S. Tikunov, H. Hargitai, B. Jenny and N. Frančula. This book is designed for use by laymen. The book editors are M. Lapaine and E.L. Usery, Chair and Vice-Chair, respectively, of the ICA Commission on Map Projections for the period 2011-2015.*

*Design for Information*

*More Than a Pretty Picture*

*Reading, Analysis, and Interpretation*

*Community-Led Practices to Build the Worlds We Need*

*Sprint*

*Design a Better Business*

*How to Tell Visual Stories with Data*

*Cartographics*

***This enhanced eBook version is equipped with videos and pop-up explanations to extend the reader's experience on essential cartographic design topics and to make the reading experience more enjoyable and more effective. The 16 videos placed throughout the text will demonstrate some highly complex map design issues to help understand and visualize the task at hand and show how to achieve the best results following the author's instructions. Pop-up explanations of selected concepts are also placed throughout the text to help readers refresh their knowledge and better understand the map design process. All chapters are richly illustrated with color and include practical exercises and questions.***

***User story mapping is a valuable tool for software development, once you understand why and how to use it. This insightful book examines how this often misunderstood technique can help your team stay focused on users and their needs without getting lost in the enthusiasm for individual product features. Author Jeff Patton shows you how changeable story maps enable your team to hold better conversations about the project throughout the development process. Your team will learn to come away with a shared understanding of what you're attempting to build and why. Get a high-level view of story mapping, with an exercise to learn key concepts quickly Understand how stories really work, and how they come to life in Agile and Lean projects Dive into a story's lifecycle, starting with opportunities and moving deeper into discovery Prepare your stories, pay attention while they're built, and learn from those you convert to working software***

***The allocation of resources and the design of policies tailored to local-level conditions require highly disaggregated information. Data on poverty at the local level is typically not available because most household surveys are not representative past the regional level. This volume aims to promote the effective use of Small Area Estimation poverty maps in policy making. It presents the range of policies and interventions which have been informed by poverty maps, focusing on the political economy of poverty maps and the key elements to their effective use by policy makers. The volume also looks at the future of poverty maps in terms of new techniques and new areas of application.***

***NACTO's Urban Bikeway Design Guide quickly emerged as the preeminent resource for designing safe, protected bikeways in cities across the United States. It has been completely re-designed with an even more accessible layout. The Guide offers updated graphic profiles for all of its bicycle facilities, a subsection on bicycle boulevard planning and design, and a survey of materials used for green color in bikeways. The Guide continues to build upon the fast-changing state of the practice at the local level. It responds to and accelerates innovative street design and practice around the nation.***

***An Introduction to the Histories, Theories, and Best Practices Behind Effective Information Visualizations***

***A Century of Art and Design***

***Mapping with ArcGIS Pro***

***Principles of Map Design***

***Cartography***

***Optimizing the User Experience***

***Designing the Modern Map***

*The author of Midnight's Children and The Satanic Verses describes his 1986 trip to Nicaragua and shares his impressions of the true Nicaragua--the people, politics, land, poetry, and problems behind the headlines. Reprint.*

*How inclusive methods can build elegant design solutions that work for all. Sometimes designed objects reject their users: a computer mouse that doesn't work for left-handed people, for example, or a touchscreen payment system that only works for people who read English phrases, have 20/20 vision, and use a credit card. Something as simple as color choices can render a product unusable for millions. These mismatches are the building blocks of exclusion. In Mismatch, Kat Holmes describes how design can lead to exclusion, and how design can also remedy exclusion. Inclusive design methods--designing objects with rather than for excluded users--can create elegant solutions that work well and benefit all. Holmes tells stories of pioneers of inclusive design, many of whom were drawn to work on inclusion because of their own experiences of exclusion. A gamer and designer who depends on voice recognition shows Holmes his "Wall of Exclusion," which displays dozens of game controllers that require two hands to operate; an architect shares her firsthand knowledge of how design can fail communities, gleaned from growing up in Detroit's housing projects; an astronomer who began to lose her eyesight adapts a technique called "sonification" so she can "listen" to the stars. Designing for inclusion is not a feel-good sideline. Holmes shows how inclusion can be a source of innovation and growth, especially for digital technologies. It can be a catalyst for creativity and a boost for the bottom line as a customer base expands. And each time we remedy a mismatched interaction, we create an opportunity for more people to contribute to society in meaningful ways.*

*How to use this book: 8 Chapters; 48 Case studies; 20 Tools; 7 Core skills; 29 Designers; 36 Hacks; >150 Visuals.*

*In this book is described one of most powerful tools available to craft a superior experience for your customers and end users. Credible studies show that organizations that focus on experience optimization perform dramatically better than those that do not. In the 20th-century product styling like advertising was about making people want things. Service blueprints are a response to the realization that it is more efficient and successful to create new services and experiences that people want and need. The service sector makes up nearly 70% of most western economies and more than 50% of the Chinese economy, yet customers are often frustrated by their service experiences. Customers choose products and services that deliver the best experiences. Designing your customer's entire experience is key to differentiating your designs from competitors in an increasingly crowded competitive marketplace. Through applying journey mapping organizations can deliver a more compelling and valuable experience. Experience maps build consensus across your organization with stakeholders, to positively impact your entire organization and your bottom line. This method is a core strategic tool for all design and I believe it will become a required skill for every working designer and manager.*