

Experience Map of a 'Mel' Leaving After 8-and-a-half Years

Experience Triggers

- * Resignation
- * Termination
- * Alien Abduction



Players

"Mel"



Student Loans, SL site revamp, SL cinema & web advertising, credit card service, UxD, UCD, Service Design, 2006 Leaders Forum, Research with SMEs, SL, Maori, PTS-ers, Superannuation, BridgeWork, Design/Service Design Methodology, CIL, LE Info Design, CX Mapping, SD 101, Capability & Business Support team, I ♥ Service Design & Design Thinking in the Public Sector

"People who know 'Mel'"



Oh, Mel. Yeah - we worked together on X...

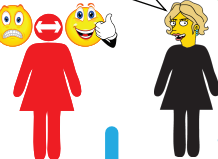
"People who don't know 'Mel'"



Mel? Is that Mel Gibson or Mel B, y know Scary Spice?

Activate

Rach - I hereby tender my resignation... consulting opportunity, Canberra... grateful for IR, SD&I, C&BS, etc



Hey, Tasi, Barbara, Lynn, Pip, Tasi, Eteline, Leonie, Geoff, Megan... I've resigned



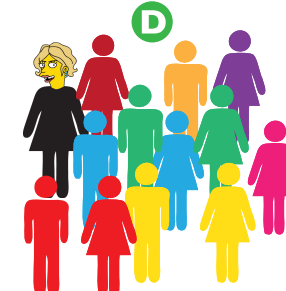
Arrange



Celebrate



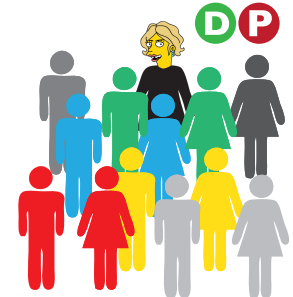
16 March 2011
Level 7 Hub - 3pm



16 March 2011
Dockside - 5pm onwards



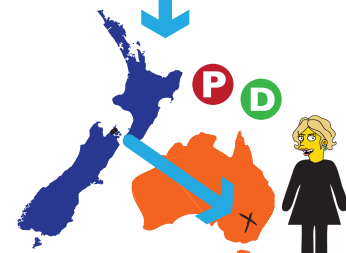
Exit



18 March 2011



20 March 2011



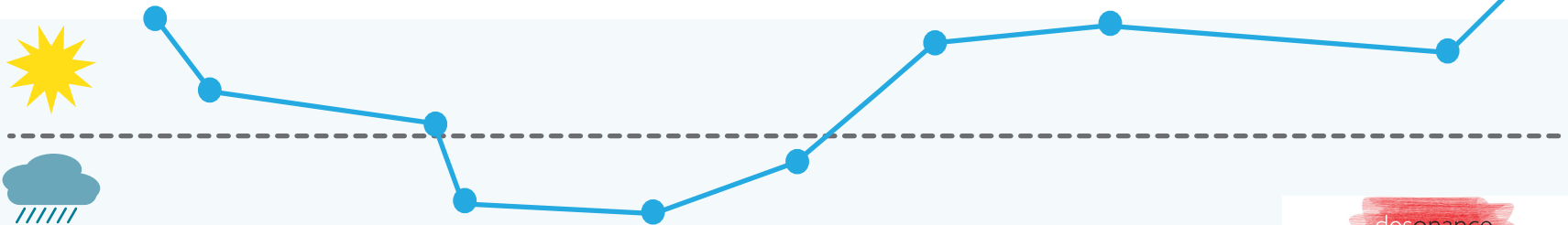
29 March 2011

Map Key

D Points of Delight

P Points of Pain

Experience Intensity



desonance