

COTHINKTANK 20!!

The CTT11 Experience Map

This experience map is a visual representation of the participants' journeys and experiences during the CTT11, based on the data supplied by participants during the second day of the event.

We looked for patterns across the recorded experiences with the goal to:

- generate a holistic overview of the conference experience from the participants perspective
- describe the experience over time
- highlight positive, neutral, and negative experiences as a basis for deeper analysis for improvement and innovation
- experiment with the co-creation of an experience map with a large number of contributors during a conference

The visual map we developed is a simplified example of a process that usually records the whole journey of a single customer. It makes the holistic experience tangible, accessible and ultimately workable, providing the chance to work on improvement and innovation of future events.

A big "Thank You!" goes out to all participants and contributors of the CTT11 who were part of and made these experiences possible, especially those who added their personal notes to the map - and of course to the organizers who made this collaboration possible and now have the opportunity to improve the experience of the next event, where it counts – on the customer side.

provided by

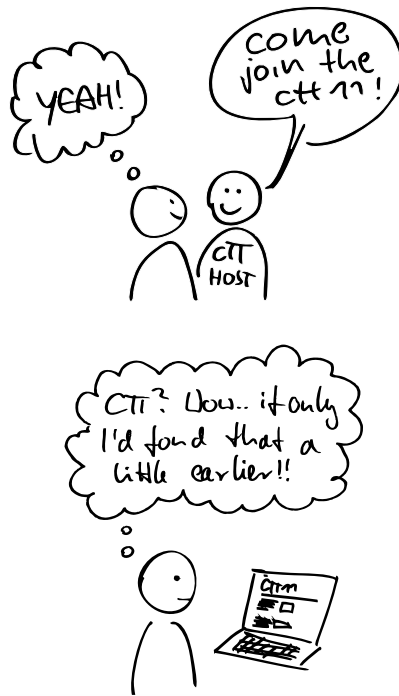


get in touch at www.elkcat.com
say hello@elkcat.com
or send a tweet [@elkcat](https://twitter.com/elkcat)



**Thank you to all participants!
You were great!**

Learning about CTT11



Engaging with CTT11



invited by hosts
(via word of mouth,
Social Media, email ...)



admission free



straightforward
registration process



no info about
ticket price



no email confirmation
about registration status



in case of no personal invitation:
little & late communication
of the event made it difficult
to hear about it at all!

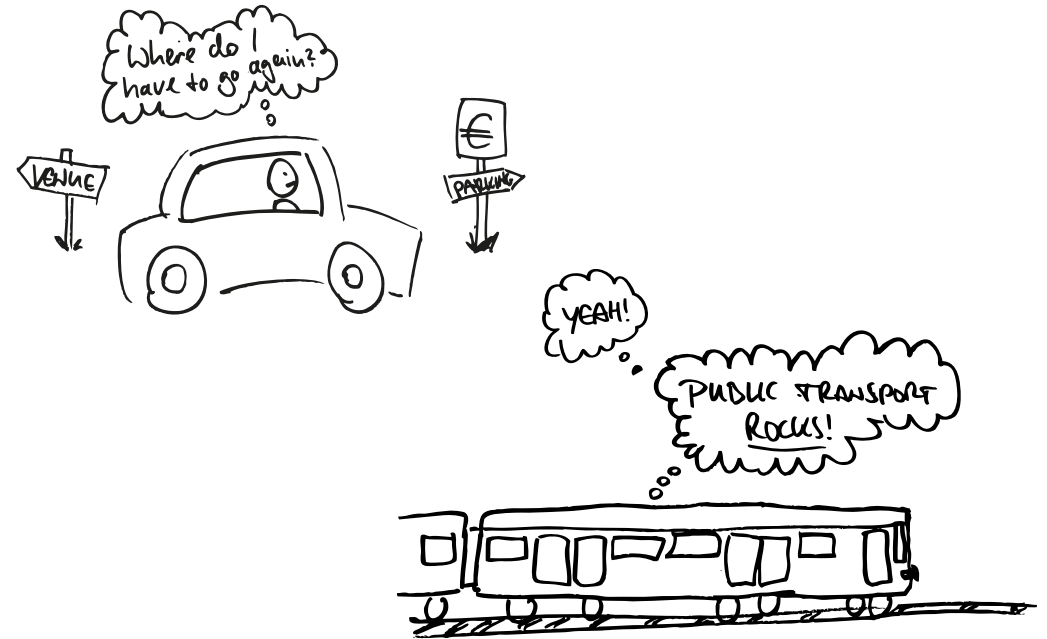


no information
about registration
progress



confirmation too
close to conference start

Travelling to venues



difficult to understand the various locations for visitors from abroad



directions too vague




by car: some difficulties with directions & parking



easy by public transport

Registration & support in situ



 great CTT11 team!
very helpful & friendly



● sound quality
@cube

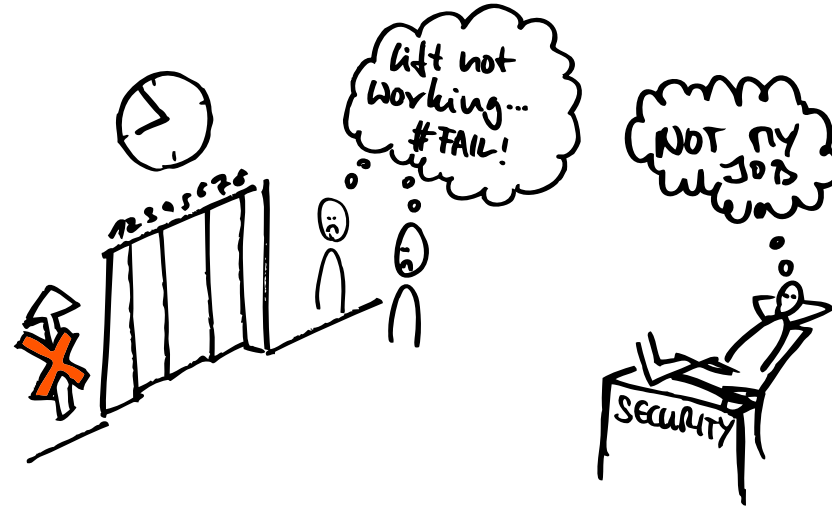
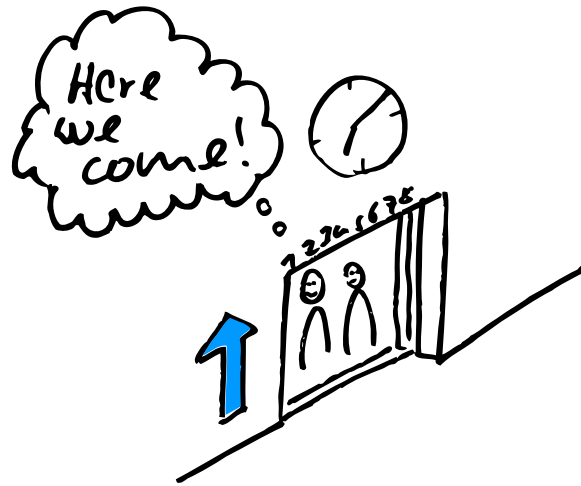
● great speakers
& input


● quite noisy
outside cube


● partly uncomfortable
seating

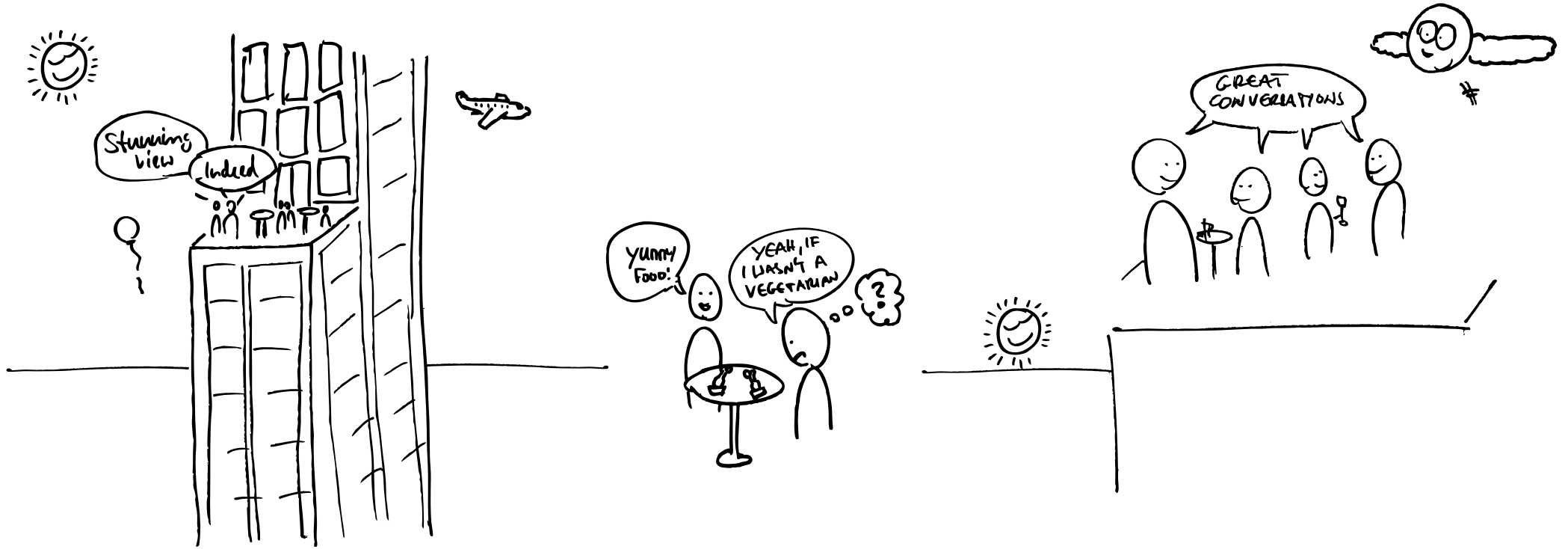
● bulky, glossy
program flyer

● not enough seating



 arriving before 8pm, all is fine!

 arriving after 8 pm:
no way to get from hall to the 15th floor by elevator;
security not helpful



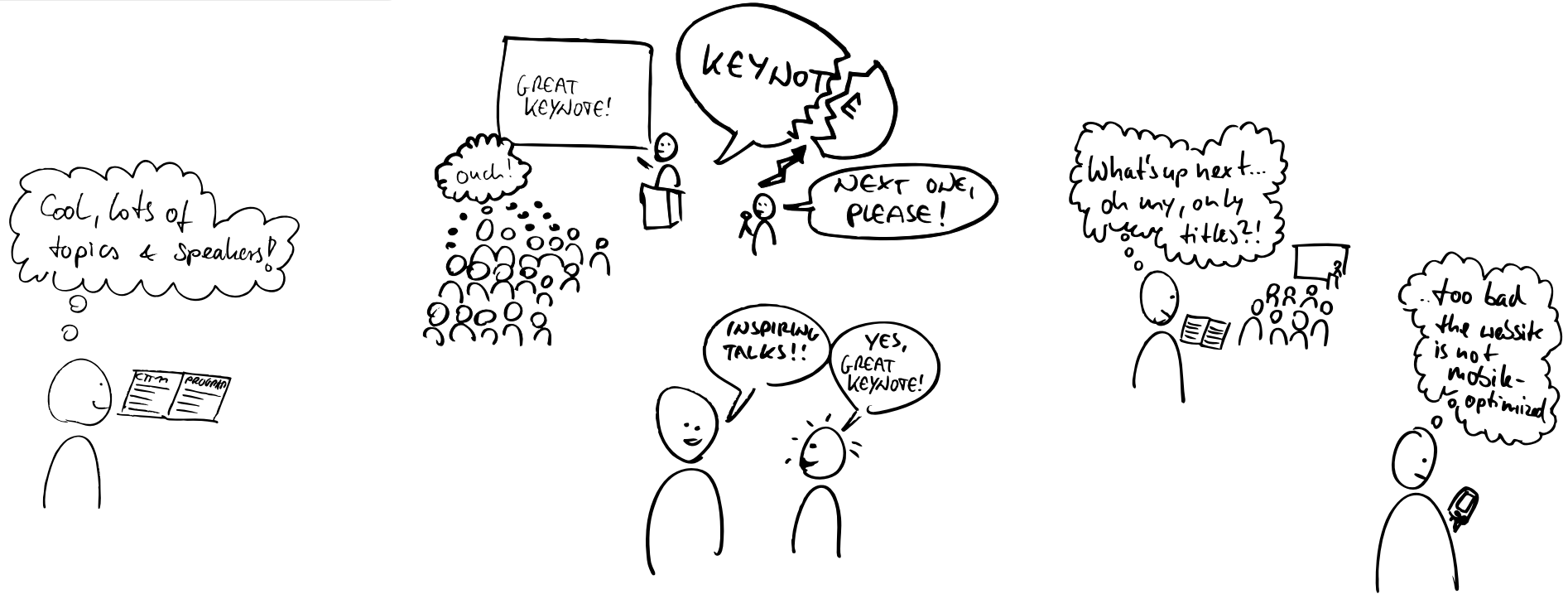
great location,
best view, just wow!

delicious food

time to get to know
& talk to each other

no veggie food

Day 2@ Scandic Hotel - the talks



broadness of topics & perspectives, choice of speakers



inspiring keynotes! challenging & provocative

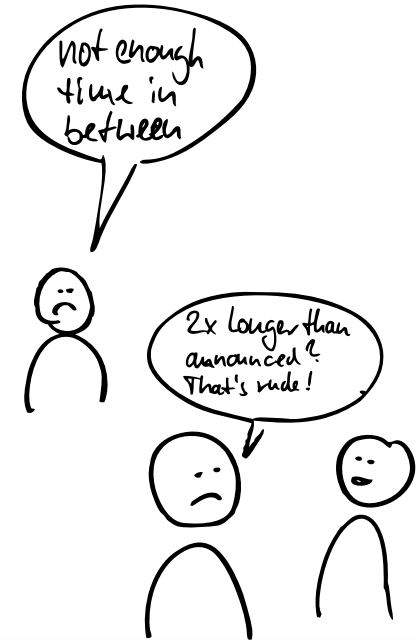



too rough cut: no official "thank you" to Teddy Zmrhal - Ouch!





program flyer: missing information [program details]


The micro talks





 10 min talks - great firestarter format


 too much, too long; information overload


 more global participation

 too much common sense and overlapping topics

 better planning and sticking to the schedule


 promotion for own company


 a bit scattered - no hypothesis


 too much sitting around, lack of interaction & time to collaborate


During breaks



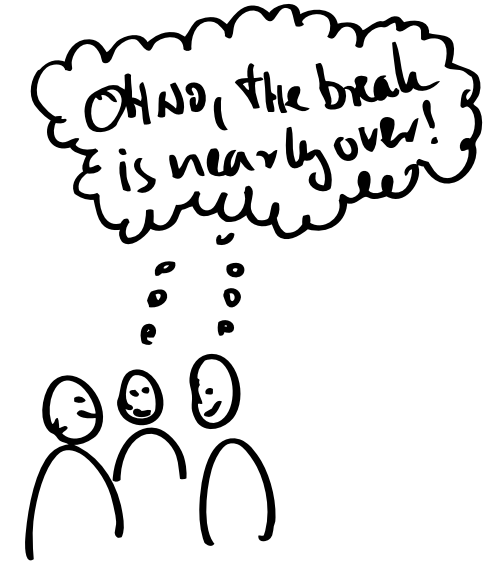
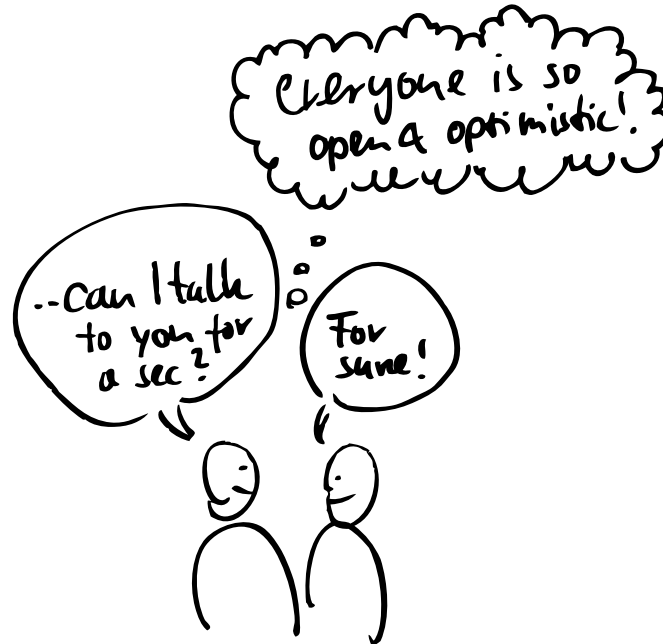
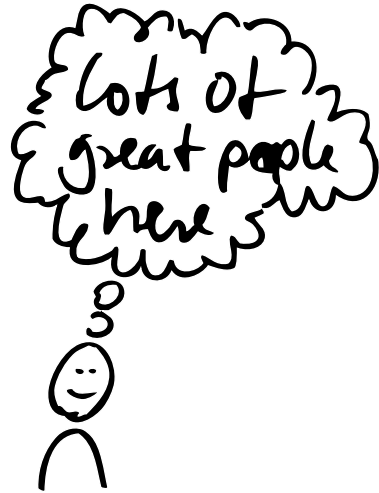
 tasty food - yummy!


 not (long) enough breaks


 in the foyer: few places to sit


 ... but too little food during small breaks


Socialising



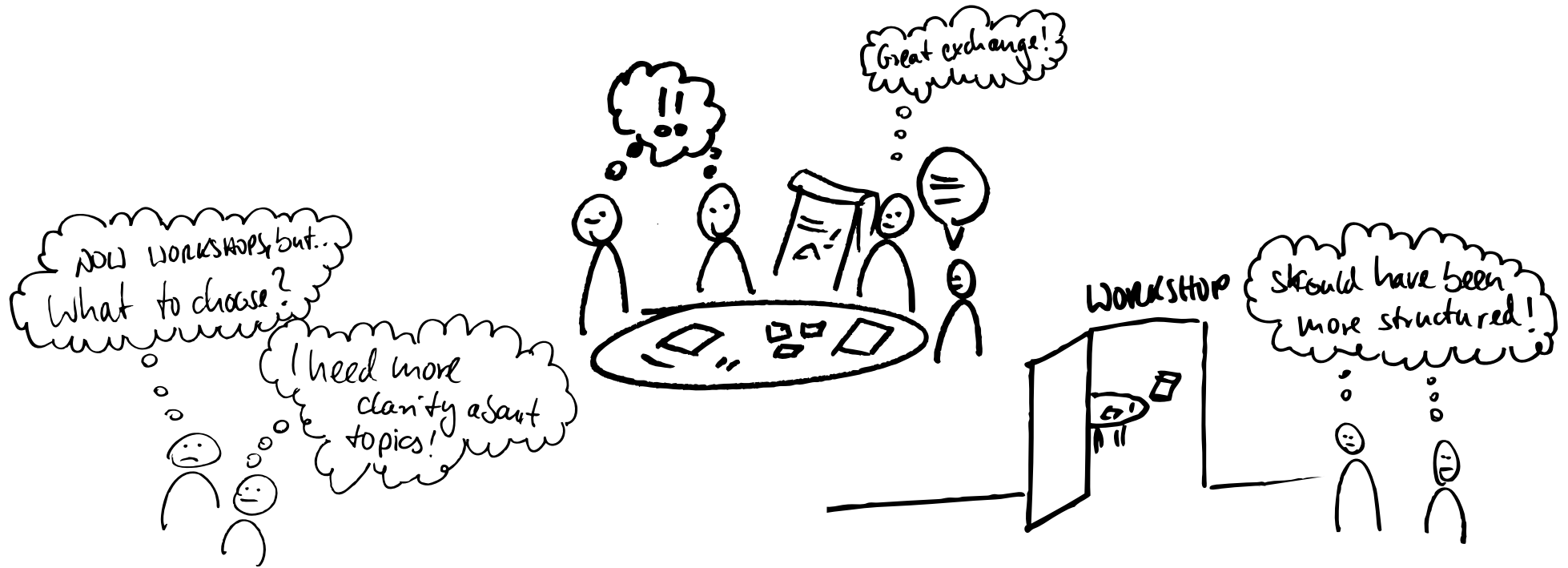
 open & positive community


 low barriers to speak to great people


 great group size, possible to engage with most people


 not enough time for social conversation

Workshops

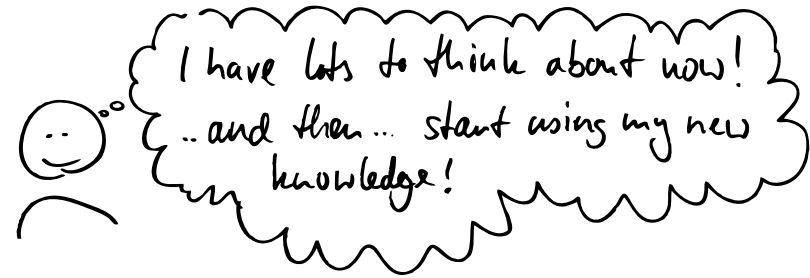



 some groups:
great exchange feedback


 more clarity about
workshop topics


 other groups:
more focus and structure needed

Sum Up



 lots of input
and great topic!

 more workshops, interaction
and time for socialising - less talks!

 too few workshops
& interaction