

Nothing has brought pedagogical theory into greater disrepute than the belief that it is identified with handing out to teachers recipes and models to be followed in teaching.

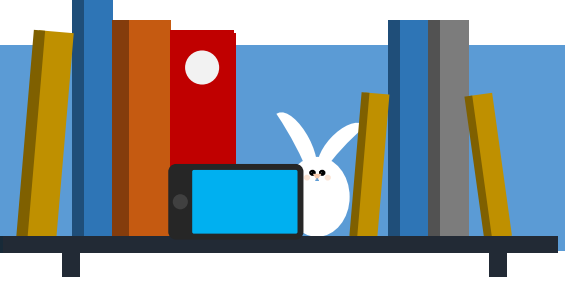
Actually by John Dewey [*Democracy and Education*, 1916, p. 199.]

We do not learn from experience. We learn from reflecting on experience.

Paraphrasing Dewey, The Internet.

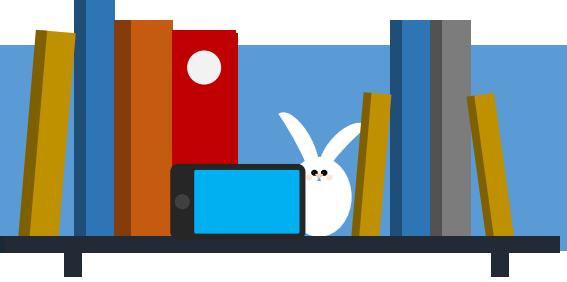


"I channeled John Dewey. He says if you want to be a good teacher, don't teach reading and writing. Teach students."



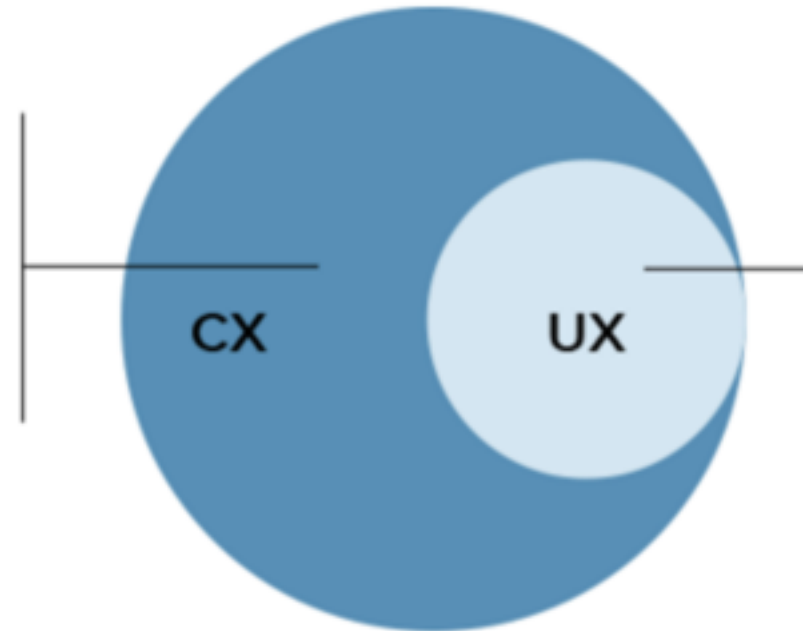
You can't design experiences,
but you can design **for** them.
-Liz Sanders





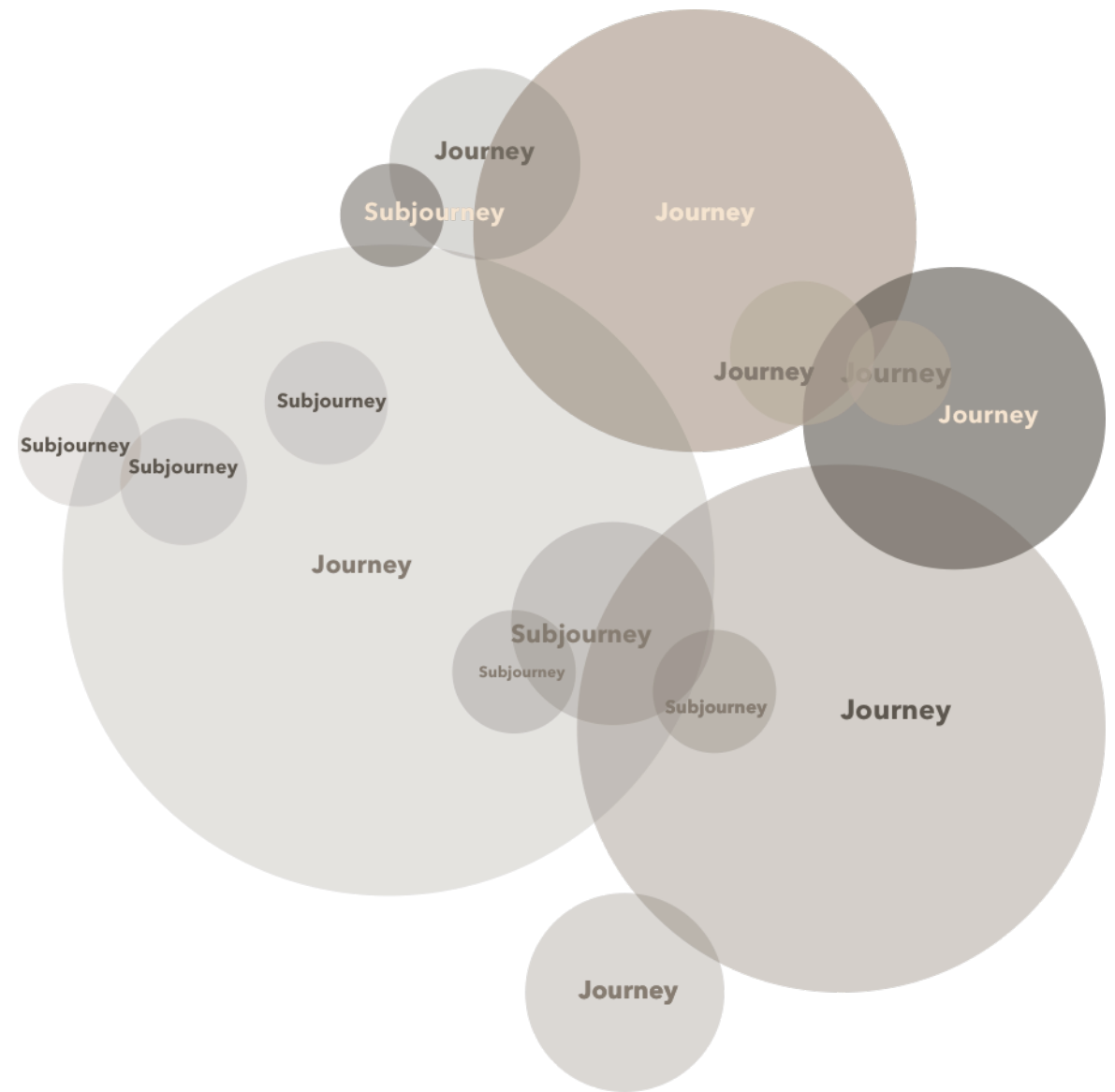
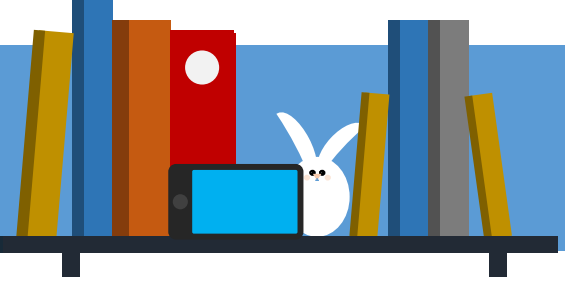
Customer/user's experience with all channels and all products within the same brand.

A Customer Journey is the complete sum of experiences that customers go through when interacting with your company, brand, or service.

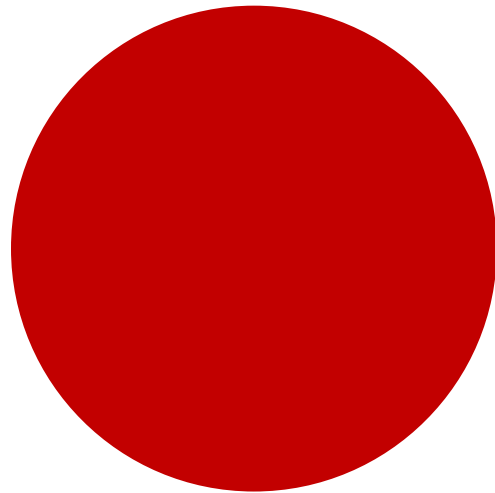
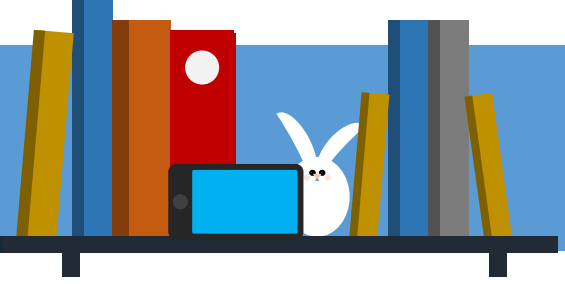


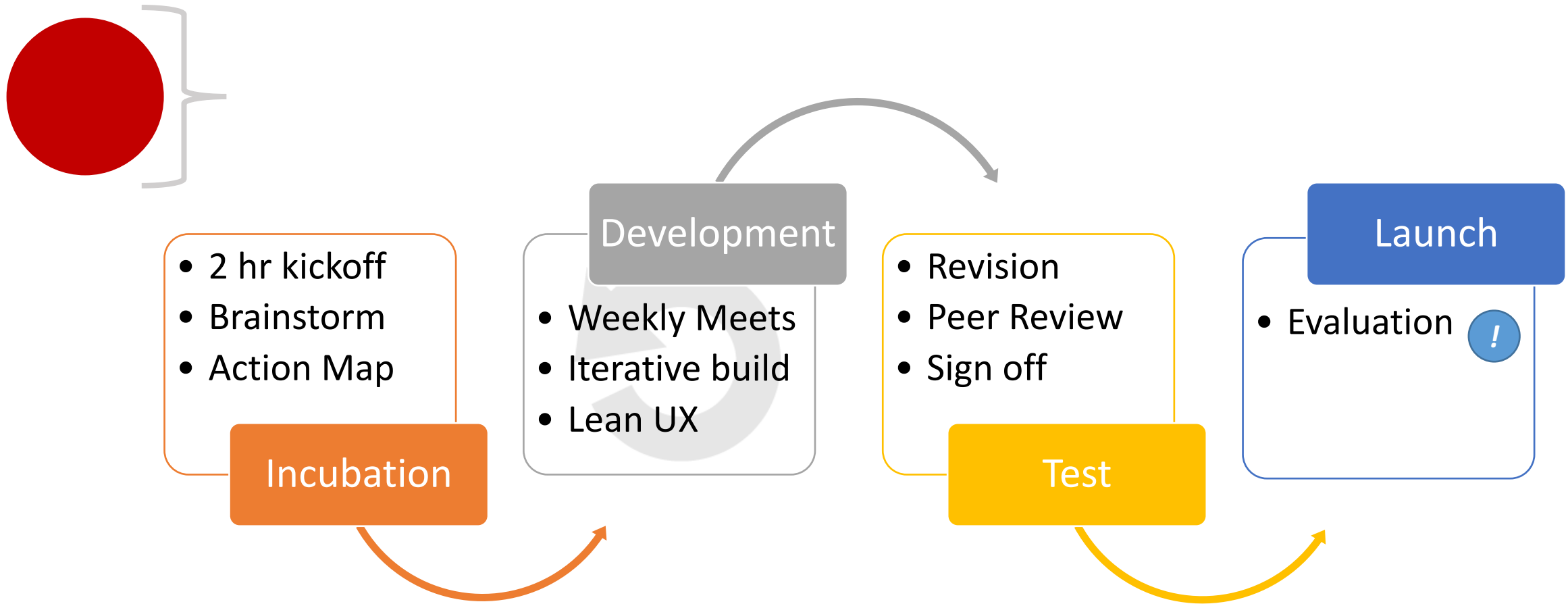
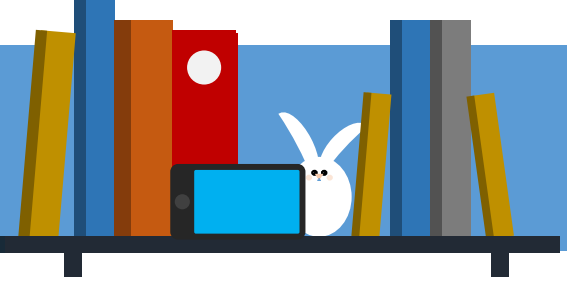
Customer/user's experience with a specific product.


A User Journey is a series of steps that represents what currently or might happen when a user interacts with the thing you are designing



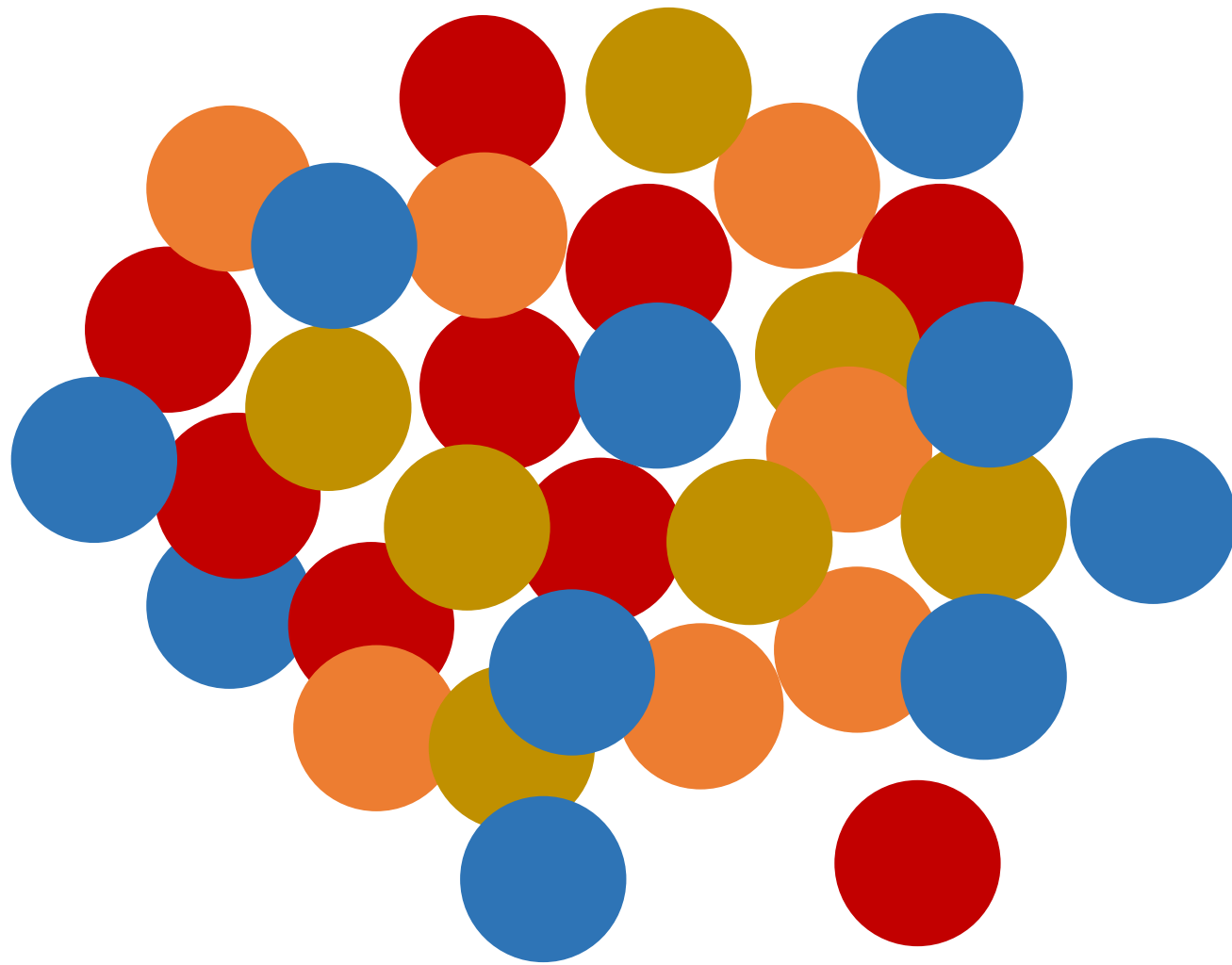
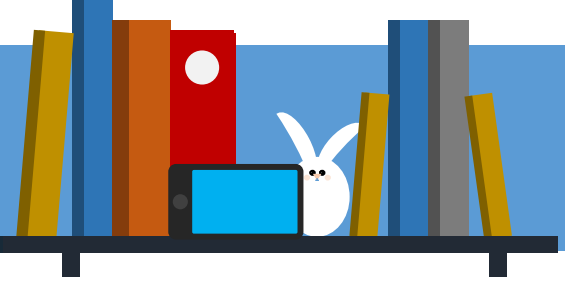
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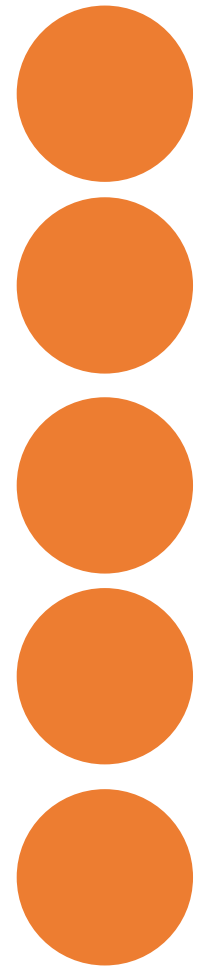
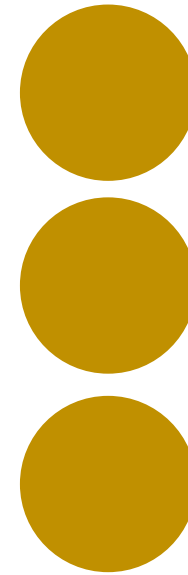
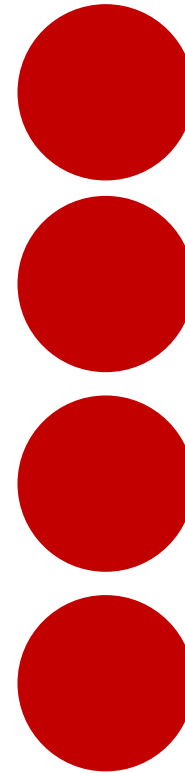
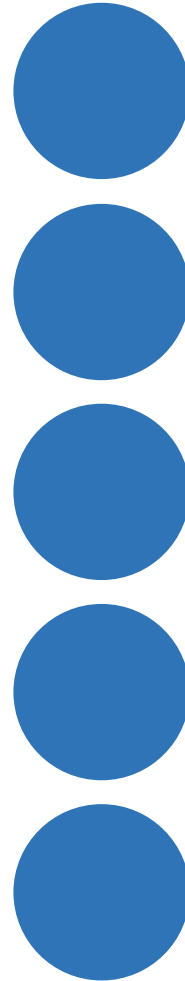
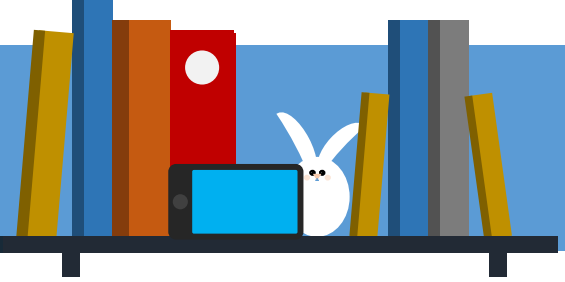


 If, after launch, the learning does not meet measurable goals, the learning needs to be redesigned.

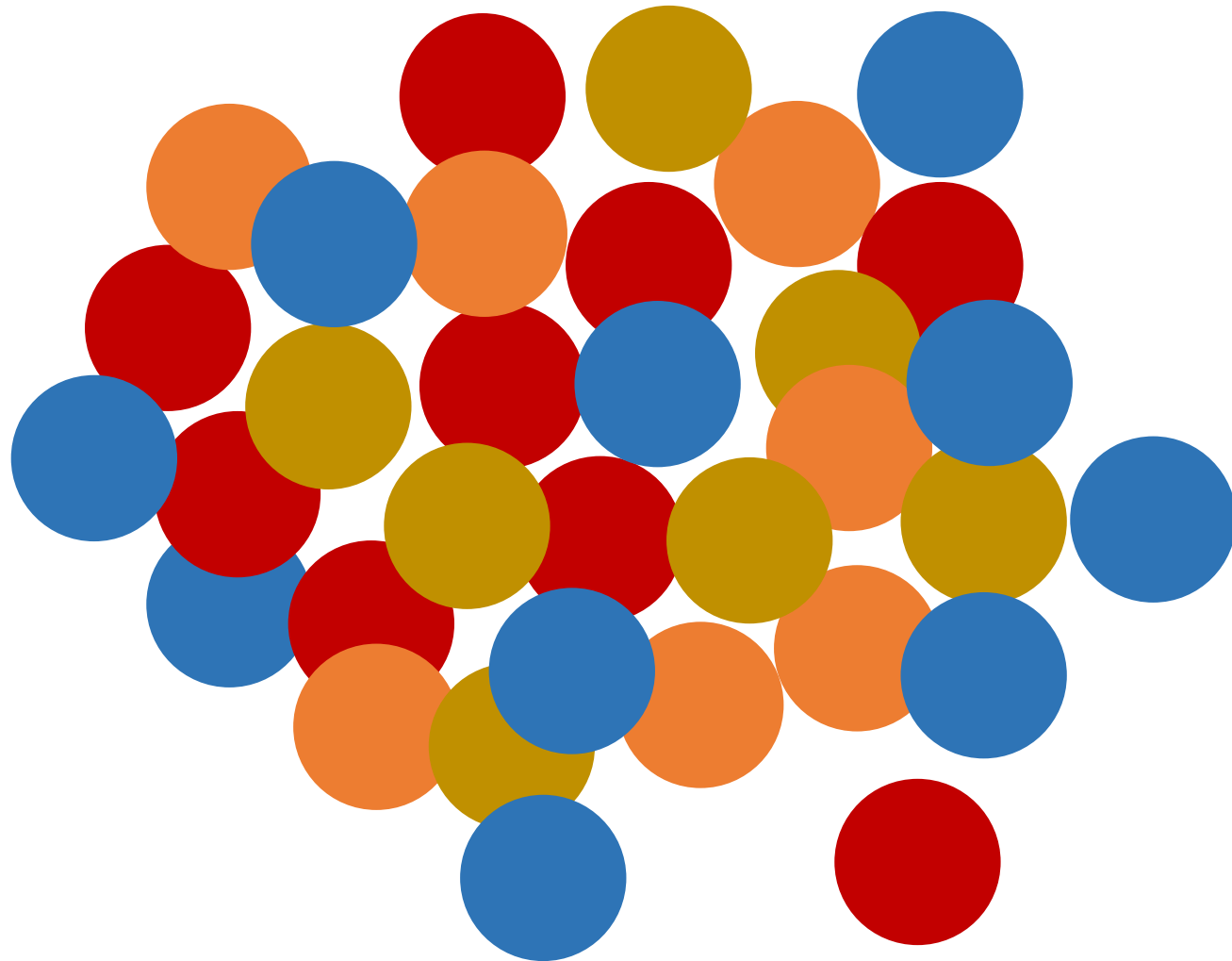
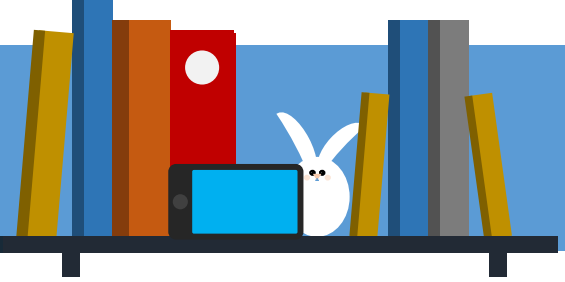
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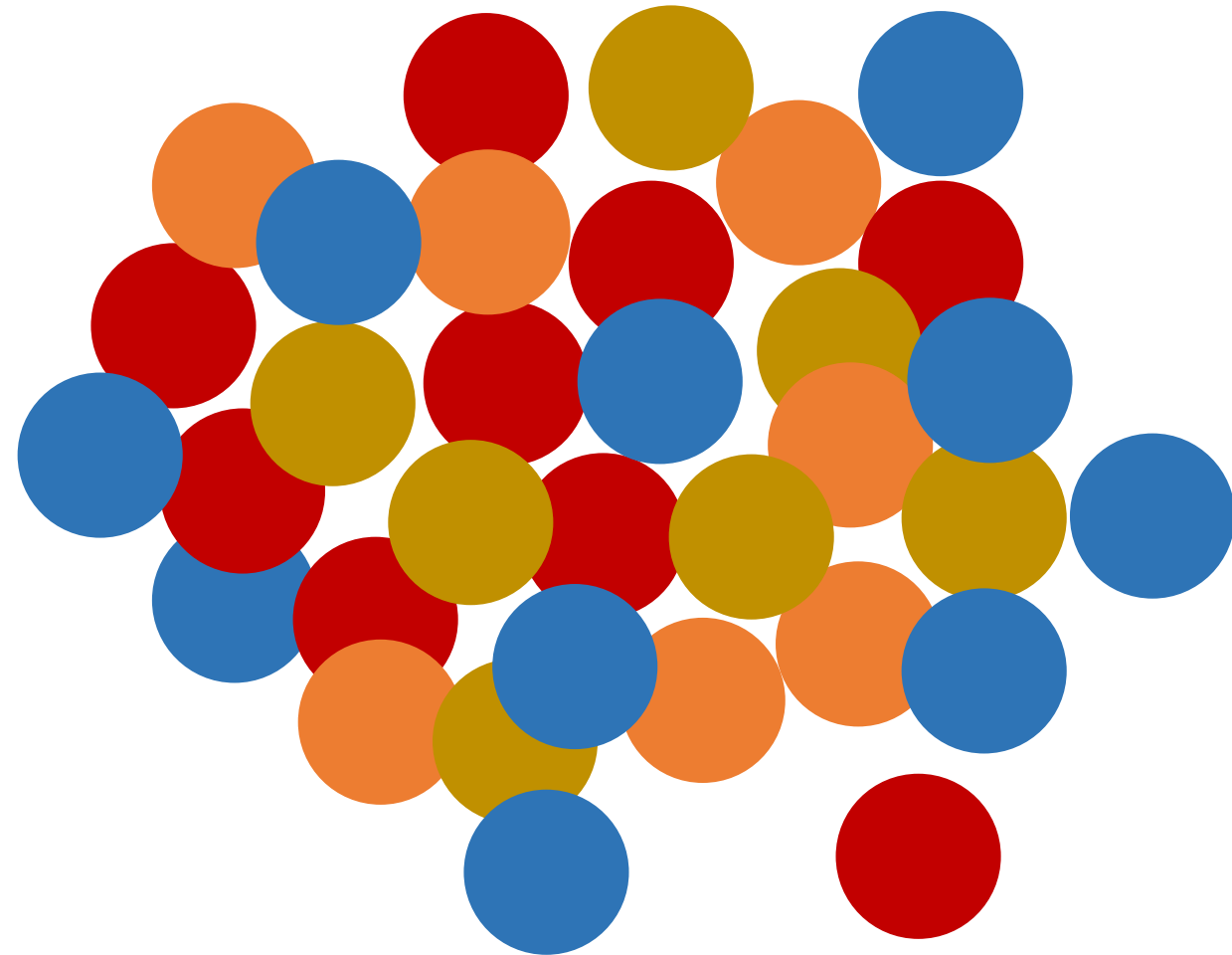
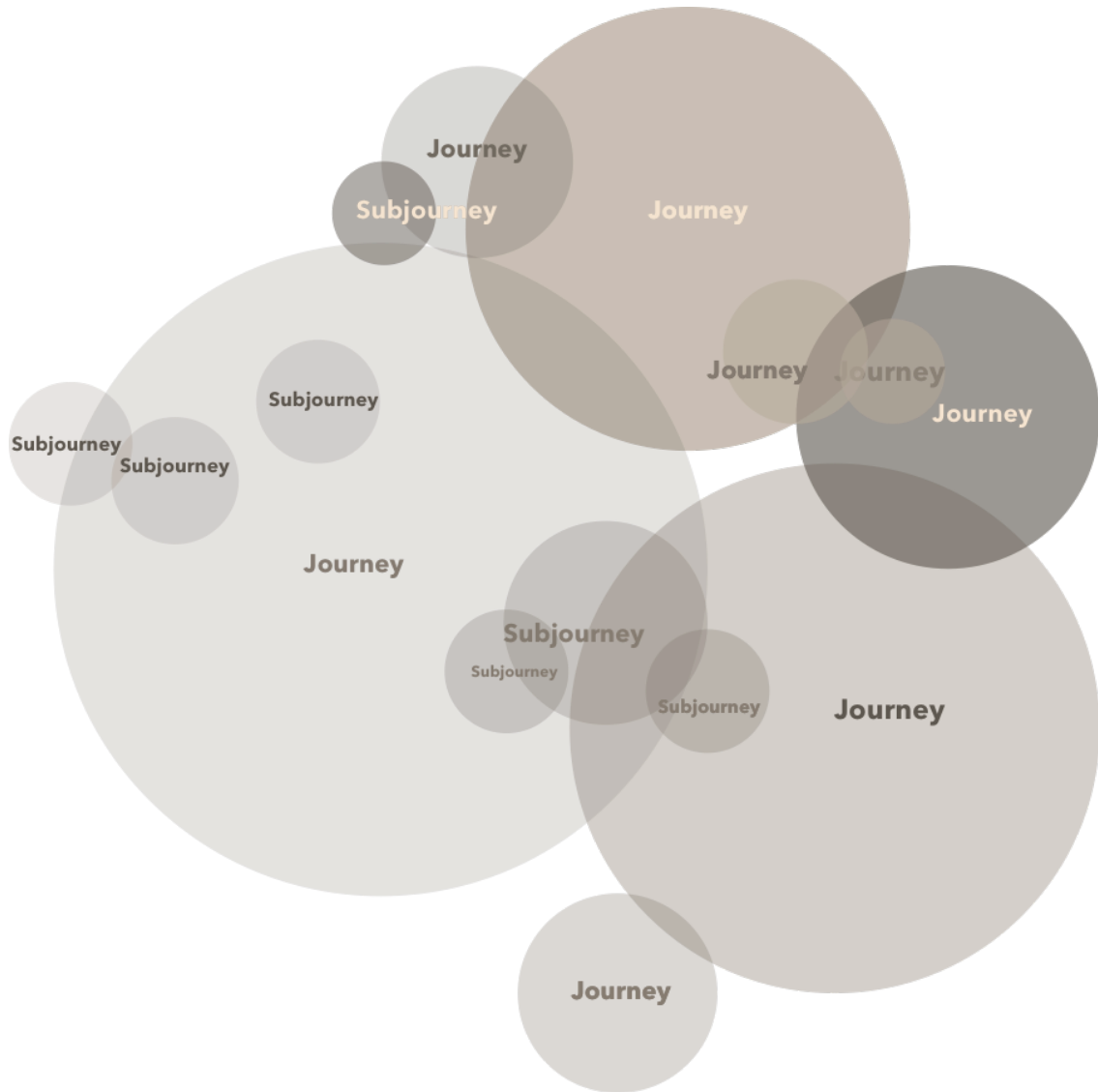
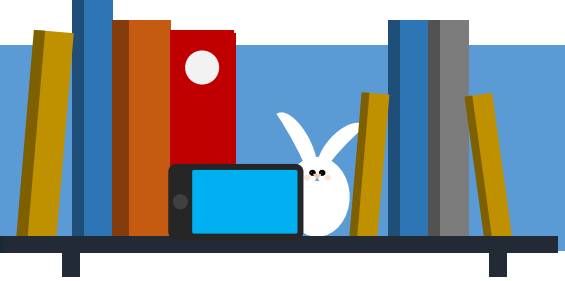


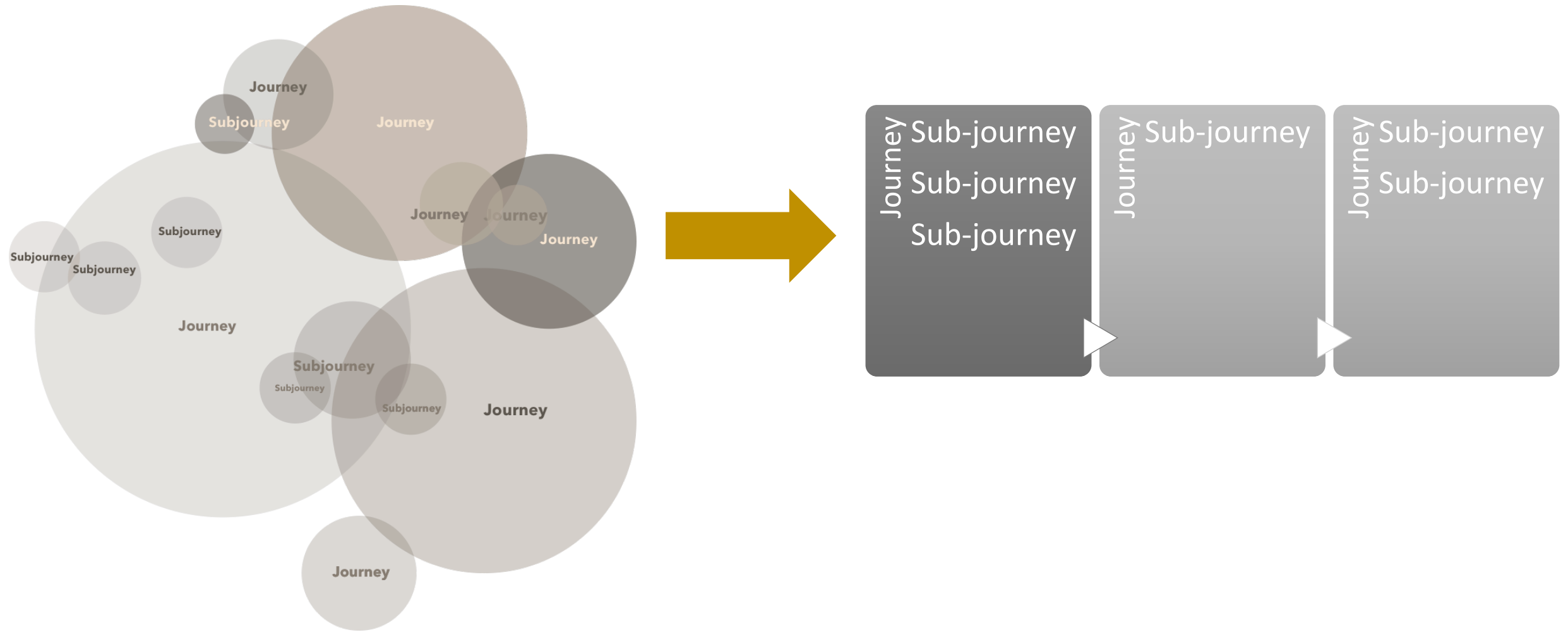
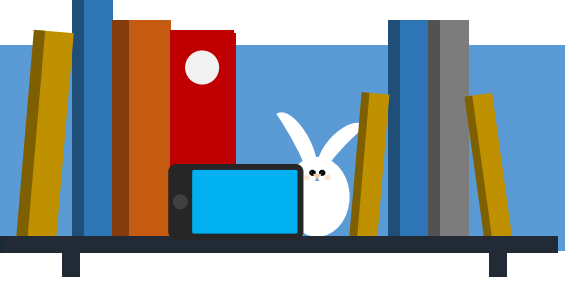
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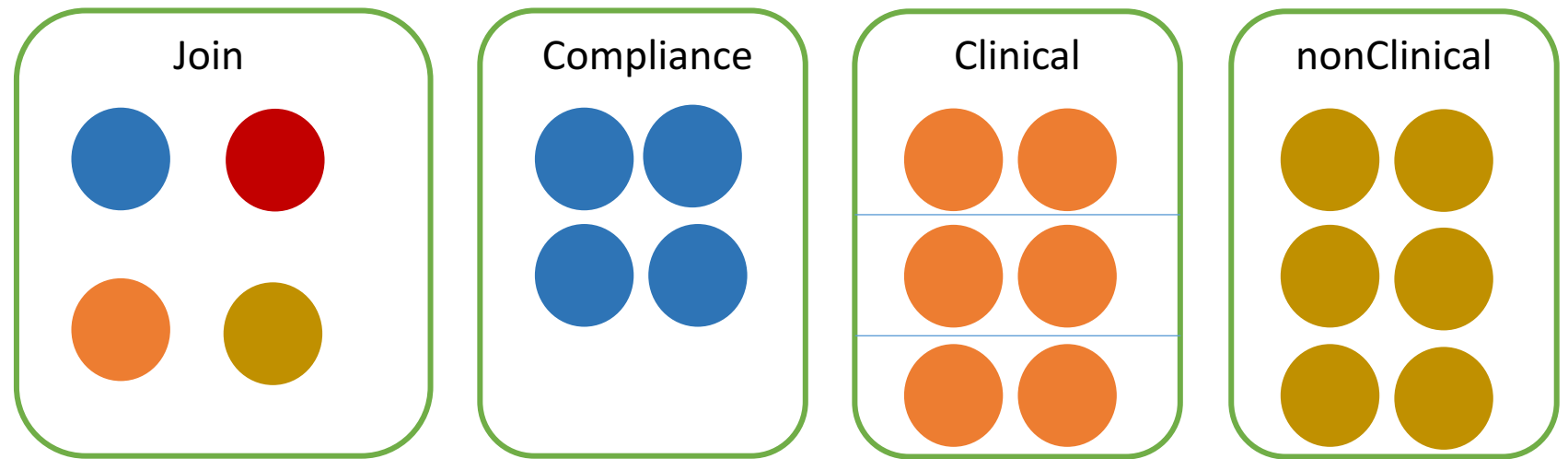
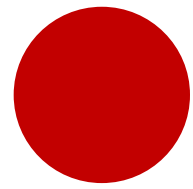
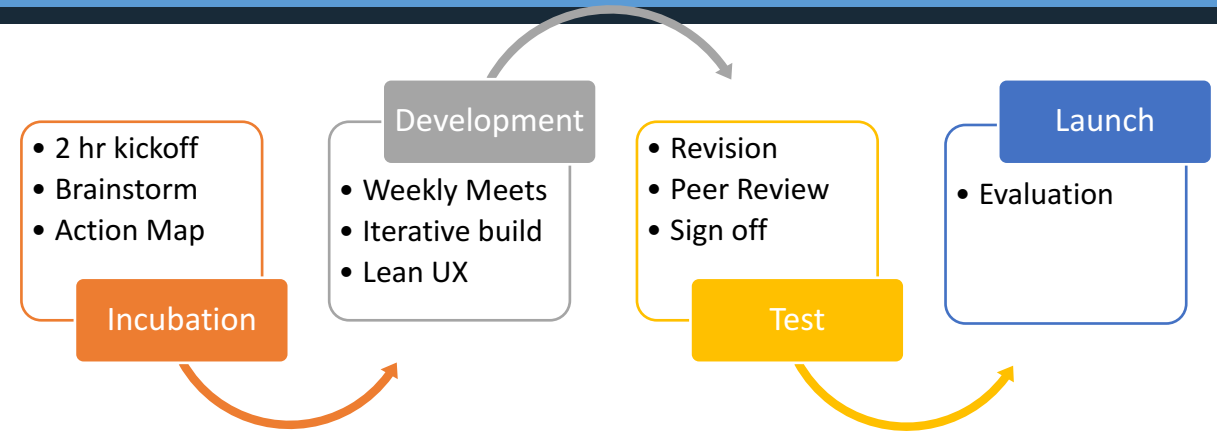
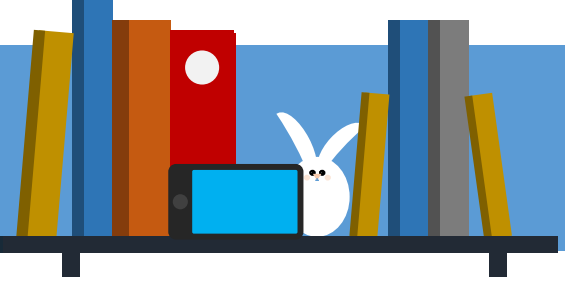


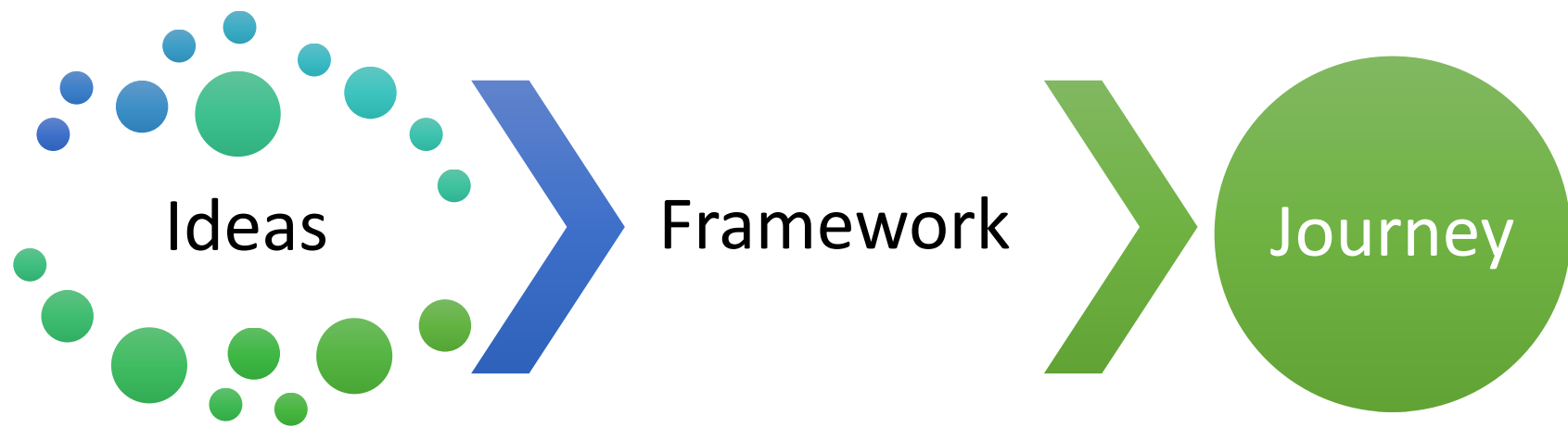
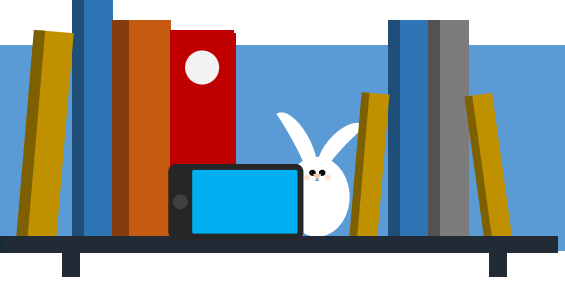
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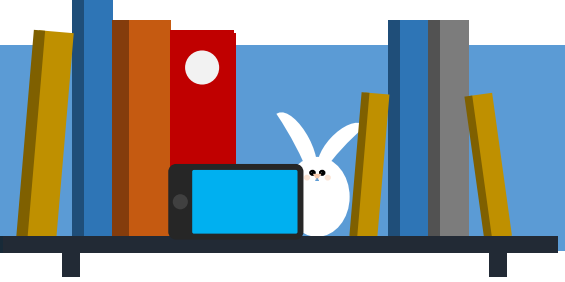








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Journeys

Sub-journeys

Framework

Align

Look for
opportunities