		Usage notes	Provides Value for	Pre-Unconference		Unconference: Pre-Sessions								During: Unconference Sessions					Post: Unconference Wrap-Up	
				Marketing		Stage 1.1	Stage 1.2	Stage 1.3	Stage 1.4	Stage 1.5	Stage 1.6	Stage 1.7	Stage 1.8	Stage 2.1	Stage 2.2	Stage 2.3	Stage 2.4	Stage 2.5	Stage 3.1	Stage 3.2
	STAGE IN PROCESS -->			Marketing & Event Promotion	Online Registration	Unconference Beginning - Check-In	Networking Period	Mixed Reality Event Begins	Conference Opening	Session Proposals	Unconference Voting	Counting Votes	Creating the Day's Agenda	Attend Sessions	Networking Opportunities	Leave Sessions	15 Min. Break / Recess	Repeat Stage 2.1 through 2.4 at least 3 times throughout the day	Concluding Session	Exchange Notes and Conference Information
Core Journey	Visual/ Illustration	*this is a description of visual instead of actual visuals*		Future/ Potentail attendee receives an email	Future/ Potential attendee goes to the unconference website to register for event	Enter into normal seeming conference environment	Future/ Potential attendee goes to the unconference website to register for event	All in-person attendees have special glasses on	Opening Plenary Session, all participants gathered together	In person and remote participants have the floor to stand up and propose sessions	Participants use stickers to vote on sessions	Participants mingle while volunteers count votes	Post session topics on VR/AR platform for all participants to view. Organizer gives a few remarks and instructions	Session speakers, participants (RL and virtual) seen interacting around a table	VR user would send an alert to a RL person they want to interact with from other side of room.	VR user would scan a schedule and move out of sessions that are uninteresting	Participants mingle and take a break between sessions	improved efficiency	Closing Conference Session, all participants gathered together	Users could collaborate and share notes/videos virutally
	Steps - Real Life Participant	*Express as jobs to be done*		Receives an email or sees a social media post related to the unconference	Register for conference by filling out submission application	Walk into event location, check-in at the registration booth, get badge, stickers, and VR glasses	Mingle with other attendees, get coffee / snack, find a seat for event to begin	Once seated and opening remarks are being held, put on the AR glasses	Listen to opening remarks and instructions for how to pitch sessions	In-person participants pitch their sessions first. A buzzer goes off if someone speaks longer than 30 seconds	Vote on session by using sticker and placing it adjacent to session you'd like to attend	Mingle with other attendees, get coffee / snack, wait for sessions to be announced	Listen to instructions and see the schedule through AR glasses	All people actively participate in conversation	Must be wearing glasses to receive alert	Physically move to next session if applicable.	Mingle with other attendees, get coffee / snack, move to next session	improved efficiency	Find a seat for event to begin	Document in person sessions
	Steps - Virtual Participant	*Express as jobs to be done*		Receives an email or sees a social media post related to the unconference	Register for conference by filling out submission application	Log-in to unconference, set-up VR home environment, put on headset, load avatar	In VR, participants mingle with other VR participants and congegrate around virual tables and coffee stands	Wait for plenary and mixed reality to begin	"stream" plenary from computer. listen to opening remarks	VR participants pitch session in the same way as in-person. A buzzer goes off once 30 seconds has elapsed.	Vote on session by swiping left or right to vote on speakers and sessions you'd like to attend	In VR, participants mingle with other VR participants and congegrate around virual tables and coffee stands	Listen to instructions and view conference schedule through VR glasses	Stream event and actively participate in discussion	Sends alert via keyboard or gesture and "teleports" towards RL participant	Must be wearing headset; select location to "teleport" to the next session spot they want to attend.	Mingle with other attendees, get coffee / snack, move to next session	improved efficiency	"stream" event from computer	collaborate and document sessions electronically. Must be wearing headset
	Steps --Unconference Organizer	*Express as jobs to be done*		Develops, composes, and distributes marketing information about unconference	Register for unconference, manage volunteers and other responsibilities	Greet and mingle with in-person attendees; manage volunteers and oversee schedule		Say opening words and instruct all in-person participants to put on their glasses. Explain how everything works.	Speak and give opening remarks	Facilitate Session Pitches by sounding buzzer	Facilitate by providing instructions to participants on how to vote	Talk with attendees while volunteers create agenda	Organizer gives a few remarks and instructions	Facilitators guide conversations in VR and real life to stay on topic and/or productive.	Facilitators can be on the receiving or sending end of Networking Alerts.	Facilitators travel to their next destination if in person.	greet attendees, travel about and keep managing event	ifacilitators travel to their next destination	Thank attendees for coming, summarize some of the sessions and give more information about next steps. yay for a great conference!	Manages documentations in a centralized location, contributes if applicable.
	Line of Interaction																			
	Touchpoint	*The actual journey*		email, social media, print (i.e. office flyer)	Website	Glasses, physical location, website, printed brochures for conference	Opportunity to enter networking bubble	Verify operation of all equipment	Glasses/ physical room	Glasses/physical room, presenters	Glasses/ physical room, stickers		Glasses/ rig/ video	AR/VR glasses, physical room location, chairs				improved efficiency	AR/VR glasses, physical room location, chairs	Glasses/ physical room/ collaboration software, website
	Device	*Key channels for interaction*	*Engineers, Architects, 3D designers*	digital (mobile, tablet, desktop) or paper	mobile, tablet, or desktop website, prepay with credit card	VR/AR glasses,laptop	VR/AR glasses, laptop, microphone	VR/AR glasses, laptop, microphone	VR/AR glasses, laptop, microphone	VR/AR glasses, microphone	Shown on VR/AR glasses, laptop, microphone & camera required	VR/AR software and glasses	website developer, event manager, tech support	VR/AR glasses, laptop, microphone, camera (if applicable)			refreshements (in person), games (remote), open physical rooms, VR meeting hall	improved efficiency	VR/AR glasses, laptop, microphone	VR/AR glasses, laptop, microphone, camera (if applicable)
	UI / Visual Artifact	*Document existing/ aspirational updates*		Posted via: Instagram, Facebook, LinkedIn; Mailchimp Email Blast, Printed flyer, etc.	Registration or payment form	Glasses, marketing materials, etc.	AR/VR glasses, captive rig			description of session pitch/presenter	develop a ping/alert session to get a time to pitch session	Counter shows virtual votes	Motion tracking	glasses				glasses	glasses, room, digital display	
	Location	*Location of step*		online or physical location	online, any physical location	remote / in person	Networking bubble	Session rooms	remote / in person				private meeting room, remote/ in person	remote & in person location				remote & in person location	remote / in person	remote / in person
	Line of Visibility																			
Channel Map	Archictectural Element	*Additional channels*		Professional societies publications	Marketing (social and email links) that enable people to easily access information and register.	VR/AR software, Reception VR Environment, Reception Table	Designated social interaction bubbles	VR/AR glasses, laptop, microphone	VR/AR softwareVR/AR glasses, laptop, microphone	VR/AR softwareVR/AR glasses, laptop, microphone	website developer, event manager, tech support		website developer, event manager, tech support	VR/AR software, embodied avatar				AR/VR software, embodied avatar	VR/AR software, products, merchandise for post-conference sales	
	Services	*Backend systems critical to delivering the experience*	*Services, IT, Platform, Sales, Architecture*	social media platoform	Website provider	communications platform, security platform	Communications platform	VR/AR glasses, laptop, microphone	communications platform, security platform				website developer, event manager, tech support	communications platform, security platform, audio recording capabilities				security platform	captive rig, recording equipment	
	Data	*Data available for, generated from or needed for step*		need email addresses, contact information, marketing strategy to recruit potential attendees	Database of participants registered, billing information, contact information	Location, participant ID, Agenda Info, Navigation Info	Participant ID and basic information		Preferred session	Participant ID, session proposal description	data on who is proposing and voting on sessions	number of votes per/ session		Architectural geotracking (need to know where VR and in-person participants are located, even within a room)				irchitectural geotracking (need to know where VR and in-person participants are located, even within a room)	Preferred session	Who is at what location
	3rd Party Technology & Components	*3rd Party Technology & Components*		MailChimp Distribution Channel, backend reports on marketing engagements	website provider, payment management software	VR/AR glasses, software, money handling, communication platform (like skype)	VR/AR glasses, software, communication platform, captive rig	VR/AR glasses, software, communication platform	VR/AR glasses, software, communication platform	VR/AR glasses, software, communication platform	crowd management, voting software, time management software	captive rig		AR/VR glasses, software, communications and real-time collaboration platform		AR/VR glasses, software, communications		AR/VR glasses, software, communications and real-time collaboration platform	VR/AR glasses, software, communication platform	AR/VR glasses, software, communications and real-time collaboration platform
	Point of Differentiation	*Brand potential of touchpoint*	*Brand and Sales*	Advertise in-person & virtual participation, use of word "camp" and "bar" to signify unconference	AR/VR experience, different unconference branding	AR/VR Experience, remote participation	High level AR/physical participant interaction	Perfected motion protocals	global knowledge sharing	live visual descriptions of pitches	intermingling of remote/inperson	in-person and remote votes count equally	website developer, event manager, tech support	global knowledge sharing	intermingling of remote/inperson	global knowledge sharing	intermingling of remote/inperson, increased global networking	intermingling of remote/inperson	global knowledge sharing	intermingling of remote/ in person
	Metrics / Data	*What is measurable?*	*CX metrics*	clicks and engagements on posts distributed digitally	website visitors, time on site, engagement rates from marketing links, etc.	Level of participation	Degree of social interaction	Navigation	Session attended	# of session proposals	sessions proposed, votes / session	number of votes	Navigation	current room location	current location of RL participant, measure # of RL/VR particpant chatting	current room location	current location of RL participant, measure # of RL/VR particpant chatting	current location of RL participant, measure # of RL/VR particpant chatting	Session attended	current location of RL participant, measure # of RL/VR particpant chatting
	Policy / Rule	*Business or legal rules*	*Legal*	Security, privacy, & confidentiality		Security, privacy, & confidentiality								confidentiality & privacy				confidentiality	Security, confidentiality, privacy	
Strategy Map	Business / Tech Strategy	*Mapping against underlying strategy*	*Sales, Marketing, Design, Product Management*	Use of Influencers & representatives to help market. Engage people directly from particular industry.	Make sure participants know what to expect and what makes an unconference unique	AR/VR Experience, remote participation	Encourage social interation between physical and virtual attendees	Encourage social interation between physical and virtual attendees	need in-person rep for VR/AR participants?	increase variety of session proposals and presenters	improved tools for remote participation	improved efficiency	improved efficiency	better facilitation	New way of meeting people	better facilitation	casual interactions create meaningful networking experiences	casual interactions create meaningful networking experiences	need in-person rep for VR/AR participants?	thorough documentation
	Principle / Guardrail	*No go zones*		guard against attracting the wrong type of people for this event.	Must be accepted as a participant	Must be accepted as a participant	Persistence - there has to be some kind of agreement where digital objects appear in the same relative position to everyone.	Motion protocol	Could have max participants per room	set a time limit for session proposal if too many participants	set number of votes per person	who anyone voted for will not be revealed	improved efficiency	over demand for a session	Casual conversations to remain private, but casual for others to join. Creat buffers so that VR particpants can't get too close to people create a person boundary	over demand for a session	don't serve virtual refreshments. create games for participants to play	Casual conversations to remain private, but casual for others to join. Creat buffers so that VR particpants can't get too close to people create a person boundary	Could have max participants per room	ability for other to beneift from knowledge sharing even if they were uanble to attend
	Value Proposition	*Why is this important?*		Need to engage a diverse array of people	Environmental/ access/equality / ease of participating in unique experience	Environmental/ access/equality	Access equality	Motion protocol	remote participation, global event, increased access to information	increased variety of session topics and potential learning experiences	creates an opportunity for remote participation	promotes participants' investment in sessions and speakers	improved efficiency	remote participation, flexible scheduling, better access to presenters, recorded sessions	if successful, will create healthy model for successful VR/RL intercommunications	remote participation, flexible scheduling, better access to presenters, recorded sessions	breaks provide a chance for participants to refresh and network	remote participation, flexible scheduling, better access to presenters, recorded sessions	remote participation, global event, increased access to information	remote participation, knowledge sharing, increased access to information
	Economic Impact	*Quantify value of touchpoint*		More participants to make a profit for unconference, cost of advertising	Easily accessible registration processes can lead to more registrations and donations/ticket payments	investment in telepresence systems results in $1.3 trillion worth of savings & $82 billion fewer unproductive travel hours.	Social interaction enabled remotely	Encourage social interation between physical and virtual attendees		Increased learning experiences and skill growth opportunities	Equality	Security	Confidence	more participants, lower cost to get high level speakers, environmental impact	don't have to travel to meet people	more participants, lower cost to get high level speakers, environmental impact	globalized learning, global relationships create many new business development opportunities	globalized learning, global relationships create many new business development opportunities	successful global learning opens new business development opportunities	
Execution Map	User Story	*Story that is extracted from step*	*PMO*	User is scrolling phone and interest is peaked through an online unconference ad	User easily gets form and fills out unconference registration	"I got to meet so many people around the world/country!"	High quality of engagement	Ease of navigation	"I got to hear a speaker from across the world!"	"I didn't expect to hear a session idea like that!"	"Wow! It's so easy to vote, even remotely."	"which sessions did you vote for?"	"I hope one of my sessions is voted in!"	"amazing speaker" or "I left & went to another session"	Experiences normal casual interactions like you would in RL	"I left & went to another session I was more interested in"	"I played a game with someone in London and we have a meeting next month!"	"can't wait for next event"	"I got to hear a speaker from across the world!"	I got so many great resources and information that I wasn't expecting
	Unique ID	*Unique identifier that ties map to Jira/AgileCraft*			Unique ID and registration	Unique ID and registration	Unique ID	Navigation protocal	session ID	Unique ID and registration, Location	Unique ID and registration, Location	Unique ID and registration, Location	Unique ID and registration, Location	Session ID	location of both people chatting	Session ID	Session ID	session ID	session ID	
	Action Item	*PM action*		Marketing manger or representative needed to oversee	manage registrations	facilitation	Automated bubble interation	Technology assisted navigation	PM work with event manager to get speaker set up and connected to both VR and inperson set-up	back end tracking of votes, software developer and UX designer meet and develop voting platform		Technology assisted vote counting	Space allocation	add teleporting functionality with awareness of people in physical spaces so you can walk through a person	create meeting zones or areas for VR and RL participants to interact.	add teleporting functionality	Work with developer to create short games VR/AR participants can play	add teleporting functionality	Mute microphones of VR/AR participants during session.	Auto generate emails and notes for partcipants to access post-event
	Issue	*Documented issue in tracking system (Jira, others)*		Create a marketing plan and schedule		Participants enter and exit at will	Social interaction protocal	Navigation protocal	mute microphones of VR/AR participants during session.	non-presenters are muted	develop or seek partner software to use for interactive aspect	develop system to count in-person votes efficiently	Efficient space utilization	tech dependent	tech dependent, locomotion issues	tech dependent	tech dependent, locomotion issues	tech dependent, locomotion issues	consistent field of view and object placement	tech dependent
	Risk	*Address associated risk*		marketing efforts don't work	security/privacy concerns,	security/privacy concerns, personalization of avatar	System failure	Navigation glitches, Lag time	confidential nature of some sessions	potentially irrelevant session pitches, too many pitches (?)	technological failure; lack of participation of remote participants	lag time	lag time	Risk of tech failing or battery dying, lag time				Technology risk	Lag time, risk of tech failing, risk of battery dying	Risk of tech failing, perhaps confidential information might be shared and have to be filtered out
	T-shirt size effort / storypoints	*Rough estimate of execution effort (1-10)*		6	2	8	8	3	5	8	8	7	5	4	8	4	4	4	5	5
	Touchpoint Manager	*Is there a person responsible for this touchpoint?*	*Journey Manager*	Marketing Manager; Graphic Designer to create ads	website developer, event manager, tech support	website developer, event manager, tech support	website developer, event manager, tech support	website developer, event manager, tech support	in person rep who assistsVR/AR participants	facilitator/coordinator	in person rep who assistsVR/AR participants	facilitators/volunteers	Sotware developer and facilitator who can digitze schedule and upload to AR?VR software quickly	software developer and UX designer				software developer and UX designer	software developer, event manager	collaboration software PM manager
	Target Date & Release	*General GTM management*	*Product Marketing*	beign markeing efforts 6 months prior to event	Open 6 months prior to Unconference (target 2025)	2025								2025					2025	
Other	Notes																			
	Non-functional Requirements	*Ex: Warranty Costs*				Technology needs to catch up	Persistence- digital objects appear in the same relative position to everyone.													
	Next Steps			Develop posts, calendar, key contacts		Develop tech	Perfect bubble technology		Perfected tech (boot live streaming capabilities)											