**Journey Mapping   
SUPPLY LIST**

# Hypothesis Mapping

* Post-it notes
  + At least six different colors for swim lanes
  + At least two pads/team of larger 3x5 size/team for Moments of Truth
* Permanent Markers
* Flip Charts
  + One/team prepped for different sections
* Butcher Paper
  + One 3’x6’ sheet/team

# Customer Interviews

* Recording Device (video camera for in-person interviews – capabilities for recording if web-based)
* Digital Ethnography Platform (Option)

# Action Planning

* Post-it notes
  + Larger 3x5 size/team for Ideation, many different colors and multiple pads/team
  + Regular sized for other purposes
* Permanent Markers
* Flip Charts
* Butcher Paper
  + Pre-cut for Story Boards, Future State Mapping and Customer Impact Matrix