**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