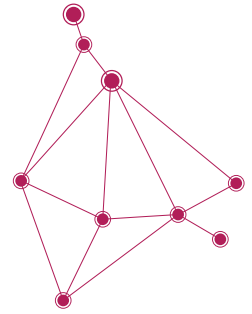


Connect



People Mapping

To help you get a handle on People Mapping, we've put together an example to get you started. Once you get the idea, you're ready to create your map. You can do it on a wall with sticky notes or in the space below.

*Example: If you're designing a new shopping cart for a supermarket, your **main user** is the shopper. **Other users** you'll need to consider include store managers, the employees who retrieve and store carts, engineers who design carts, and kids who sit in carts.*

