

Dear students,

1) Please watch this video about CX mapping and customer journeys:

<https://www.youtube.com/watch?v=X7iXcP-wlkk>

And finally please, write the answers to the following questions about the videos reviewed in docx and upload it by the deadline:

1) Please define what is UI, UX and CX?

2) Please describe what are the 3 key UX questions that can be addressed with affective computing? Please refer to slide 25 from our lecture.

3) After watching the videos, please describe what are the elements of the consumer journey and try to map out the CX of your favorite mobile app.