



# HOW TO CREATE AN EXPERIENCE MAP

## HELP MAP OUT YOUR USERS' INTERACTIONS BEYOND YOUR PRODUCT.

An experience map is a natural extension of persona research. Once you understand who your personas are, you then need to research what they do, why and how they do it. This rich detail is captured in an experience map. The map explores the user/customer/citizen/employee experience beyond the bounds of the interaction with the product and service. An experience map can also be used to capture everything that leads up to that interaction and what happens after. As such, an experience map is an invaluable tool for business strategy and innovation. It grants a full view of the entire experience lifecycle that can be used to guide not only design but also strategic decision-making.

To help you fill in the fields on the template we've summarized each one below\*. Good luck!

### PERSONA

Which of the identified persona(s) does this journey apply to?

### CURRENT/FUTURE

Are we mapping an existing service/product experience or envisioning a future one?

### PRODUCT/SERVICE

Does the map describe a journey with a product or a service?

### WHO

The type of persona whose experience you are mapping.

### EXPERIENCE LIFECYCLE PHASES

What are the steps that make up your persona's journey? Where does it start? Where does it end? Does it end at all?

### GOALS/MOTIVATIONS

What is the persona hoping to accomplish at each particular stage? What outcome are they expecting? Why is the persona here?

### ACTIVITIES

What are the key activities the persona is part of and define each stage in the lifecycle? Ethnographic research or contextual inquiry can often shed light on the detailed activities that your personas do.

### CONTEXT & FREQUENCY

Characteristics of the environment that affect how the service or product is experienced (e.g. where it happens, when it happens, for how long, how often, attention available, etc.).

### EXPERIENCE POINTS

How the persona interacts with your product or service. The physical or digital mediums/channels provided by the organization.

### ARTIFACTS & MATERIALS

What are the existing tools and artifacts (physical or not) that support the persona in their activities at each phase of the lifecycle?

### PEOPLE

The humans (inside or outside of the organization) interacting with the persona. This could be staff, agents, brokers, or people in the persona's circle of trust, like friends, family, advisors, etc.

### EMOTIONS

The persona's feelings or emotions at each stage of their journey. These emotions help add a human touch to the journey as they communicate the response of the users to pain points or positive experience points in the product or service lifecycle.

### PAIN POINTS & OPPORTUNITIES

These are frictions, difficulties and problems experienced by the persona when using the service or product. When you examine the pain points, what are the gaps between the current state of your product or service lifecycle and where you want to be? What are the opportunities that you can identify for improvement that will provide a much better user experience for your users, customers, citizens, employees or clients?

\*We recommend printing the template on tabloid paper



# EXPERIENCE MAP

PERSONA: .....

CURRENT / FUTURE:

CURRENT  FUTURE

PRODUCT / SERVICE:

PRODUCT  SERVICE

WHO:

EMPLOYEE  CITIZEN  CUSTOMER  USER

Experience Lifecycle Phases										
<b>Goals / Motivations</b> What the persona is trying to achieve. Why the persona is here.										
<b>Activities</b> Key activities the persona is part of. What the persona is doing.										
<b>Context &amp; Frequency</b> The environment affecting the experience, i.e. where, when, duration, and frequency.										
<b>Experience Points</b> How the persona interacts with the product or service (e.g. medium/channel).										
<b>Artifacts &amp; Materials</b> Elements that support the persona in their activities.										
<b>People</b> The humans (inside or outside of the organization) interacting with the persona.										
<b>Emotions</b> The emotions the persona experiences during each phase.										
<b>Pain Points &amp; Opportunities</b> Frictions or difficulties experienced by the persona, and opportunities for improvement.										

