I want to test & improve by creating an overview of how I engage with my stakeholders.

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EXPERIENCE MAP

INSPIRED BY
Schneider J., Stickdorn M., (2010)The Customer Journey Canvas.
In: This is Service Design Thinking. Amsterdam: BIS Publishers.

LEVEL OF INVOLVEMENT

REQUIRES SOME DIALOGUE with colleagues/peers. Plan for some time to interact and fill out in collaboration over a day maybe.

What is it & why should I do it?

The **Experience Map** allows you to see your work through the eyes of the people receiving, benefitting or even funding it. It lays out the different routes and points at which these people become aware of, connect with, and feel about what you do - especially at the points when they come directly into contact with your work. Identifying these junctures, and highlighting the interactions, helps you reflect on how you engage with these people and take your work further.

The worksheet provided here shows how you can quickly define the points which determine different people's perception of what you do - as well as the problems and opportunities each of these moments represent. A completed Experience Map is a way to condense complex information into a format more easily understood, through highlighting the key points of your offering.

? HOW TO USE IT

Use the worksheet to document experiences from people who have been in contact with your work. Fill out one worksheet per person you have spoken with - the most rich information on this tends to come from interviews.

Capture their activities as well as their motivations and satisfaction. Be sensitive to 'why' as much as to 'what' and 'how'.

Once you have collected a series of Experience Maps based on accounts from various people, you can make comparisons across this set to conclude what recurrent issues people have in the expectations and experiences with your service. Using this tool makes the process of testing more efficient, and improves the quality of how people experience your work.

OBSERVATIONS	AWARENESS	KEY USAGE	OUTCOME
LEARNINGS			
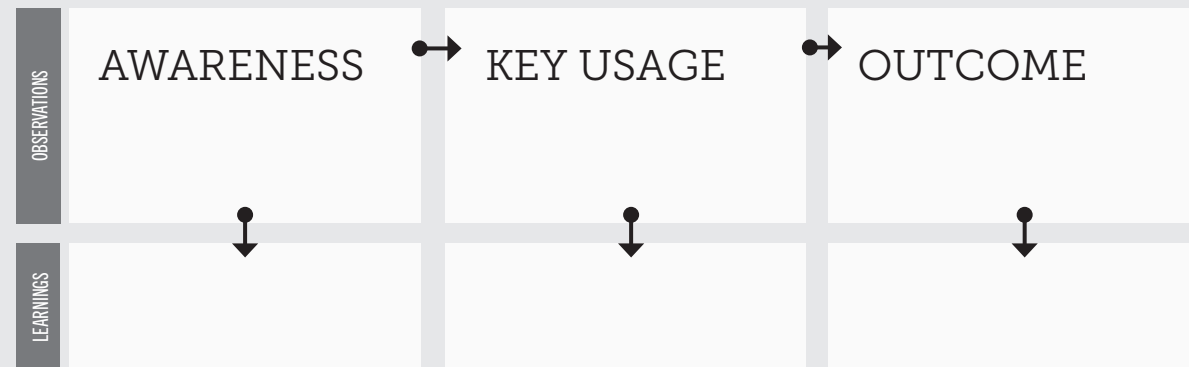
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OBSERVATIONS

AWARENESS

How did this person hear about you? (E.G. PR, social media, word of mouth)
What relevant previous experience did he or she have?

KEY USAGE

What points of contact happened between you and this person?
What were the critical moments, such as especially good or bad experiences?

OUTCOME

What was the feedback from this person? (e.g. via social media or word of mouth)
Was there any follow up from your side?

LEARNINGS