Experience Mapping

# What is this tool used for?

* Experience mapping is a method of documenting and visualising the experience a stakeholder has as they use a product or service or perform a task. Its purpose is to provide insights into their journeys, uncover their pain points, and identify opportunities for improvement.
* The output is a clear visualisation of different stakeholder journeys that encourages collaboration and understanding between different stakeholders and teams. This helps to align goals, and better understand the needs of others.

# How experience mapping helps

* Experience mapping allows you to understand and improve how stakeholders feel when they interact with different products and services and perform tasks. By visualising each touchpoint, action, and tool, you can identify common pain points and inefficiencies in the stakeholder journey.
* Experience mapping also helps you to find opportunities for change or improvement, and identify unmet needs, to create a smoother and more streamlined experience.

**TIP**

Focus on the main journey before you start to think about touchpoints and tools. Building a complete high-level flow before working on the details helps you to keep a clear view of the entire process.

# How to use this tool

Use the experience map to help everyone understand and visualise how everything fits together throughout your stakeholder journey.

BRAINSTORM HIGH LEVEL JOURNEY

* Brainstorm ideas for what the high-level phases are for the journey the user/stakeholder goes through from start to finish. Before inputting on the template below, this could be done using a blank piece of paper and sticky notes.
* Allow everyone to have a chance to contribute individually or as a group
* Keep these high level - don't get lost in the details
* Refer to current known state process

BRING YOUR JOURNEYS TOGETHER

* Consolidate your journeys into a single phase where required
* Remove any overlaps or duplicates phases
* Discuss and add any phases then enter the final phases on the below

COMPLETE YOUR EXPERIENCE MAP

* Identify and fill out the detailed actions required or each phase
* Fill out the touchpoints and tools channels
* This can be done collaboratively, discussing and feeding back with your team.

*Want to work collaboratively? See the* [*Mural*](https://app.mural.co/template/2e802074-f842-4f86-a778-16c839f16d51/47e6cb68-285e-42ad-be15-7b0a8e1f7aa6) *template!*

## EXPERIENCE MAPPING

Project title:

# Phases

[Phase label - e.g. engage]

[Phase label]

[Phase label]

[Phase label - e.g., meet]

[Phase label]

* [interaction with a tool]
* [interaction with a person or a place]
* [caption to describe what someone experiences during this step]
* [Step example]

# Things

## The tools they use to complete the task (systems and platforms)

# Touchpoints

## Where people meet and make decisions/complete tasks

# Actions

## Steps a person performs to complete a task