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.

# How to use this tool

1. **Map out the current journey flow**

Write 7-10 steps that you think is the current state journey flow for the scenario.

* One step per sticky note
* Very high-level
* Refer to your known current state process.

1. **Present your journey flow**

Each person shares their flow to their team as they stick up the steps.

* Read out what is written on each sticky note
* Take turns until everyone has shared.

1. **Consolidate**

Work as a group to consolidate the journey flow to a single channel.

* Remove duplicates
* Add extra steps if required
* Label each of the phases, e.g. ‘Engage’, Meet’, ‘Action and Manage’, ‘Report’
* This can also be done collaboratively.

1. **Complete your map**

Complete your maps in detail, add notes to the Touchpoints and Things swim lanes.

* Touchpoints – where people meet and make decisions/complete tasks
* Things – the tools they use.

# 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

## PROJECT TITLE