

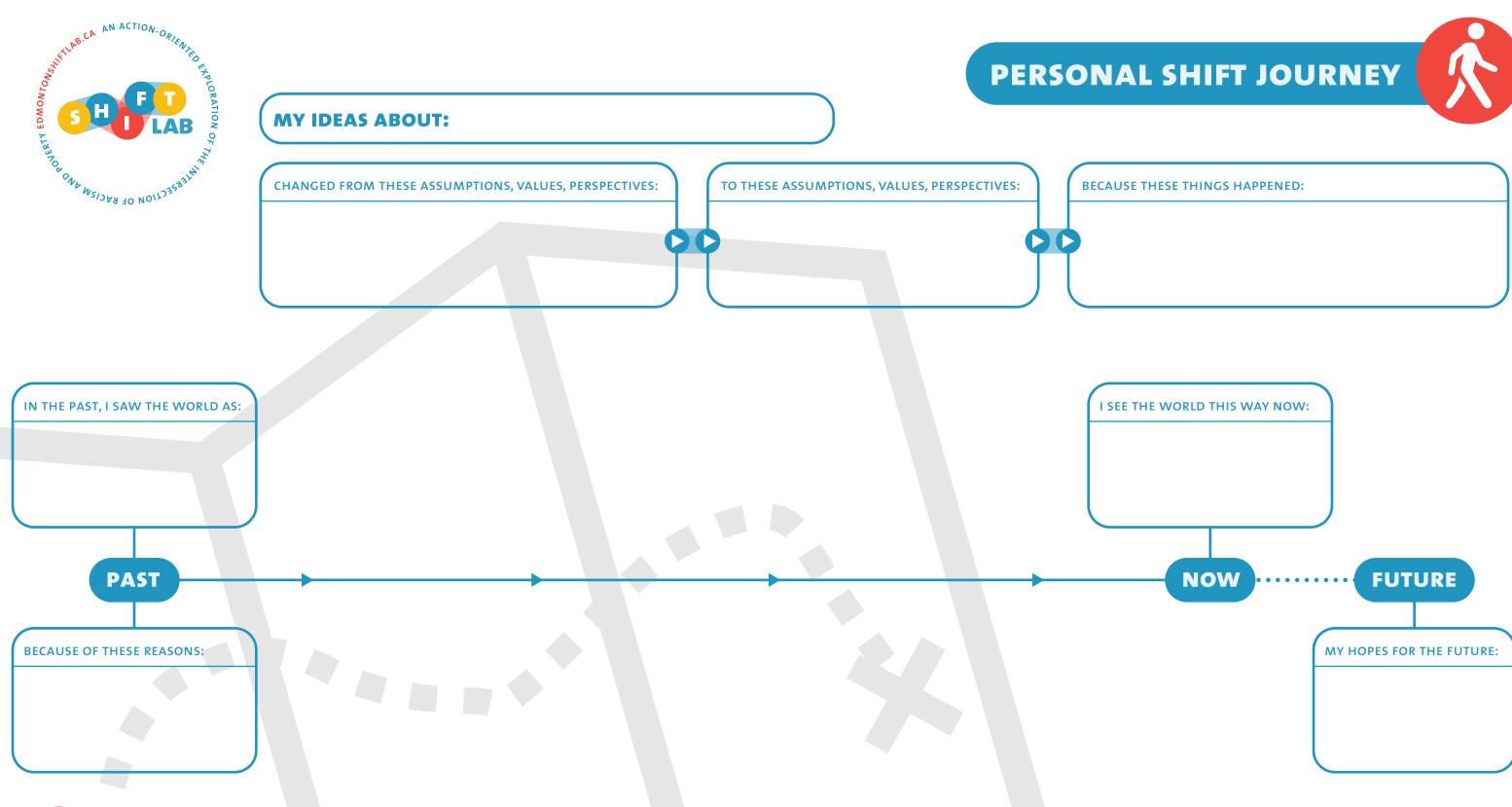
MAP OF AN EXPERIENCE JOURNEY

TORY + KEY DE	MOGRAPHICS + H	OPES + NEEDS	+ WISHES

NAME	
NAME	

WHAT KIND OF EXPERIENCE JOURNEY					
O PERSONAL O SERVICE O SYSTEM	DESCRIBE:				

FTER THE JOURNEY FILL THIS OUT	
WHAT WAS A KEY LEARNING?	
WHAT WERE THE KEY CHALLENGES OR PAIN PO	INTS?
WHAT MIGHT HELP?	





DRAW OR WRITE KEY EVENTS OF YOUR EXPERIENCE > PLACE THEM IN SQUARES



DRAW OR WRITE KEY EVENTS THAT SHIFTED YOUR PERSPECTIVES, THINKING, VALUES TO CHANGE > DRAW A LIGHTBULB NEXT TO IT



BEFORE THE SERVICE

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I WENT TO USE THIS SERVICE BECAUSE I WANTED TO:



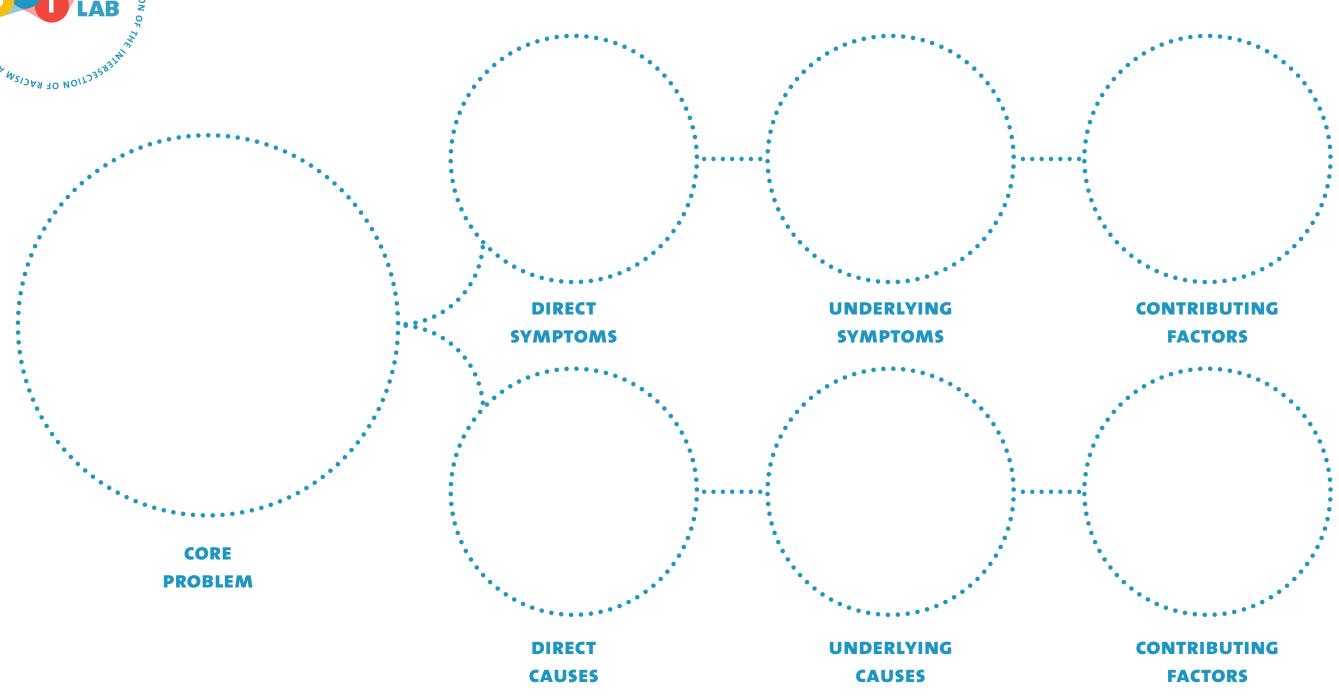
AFTER THE SERVICE

BEFORE I CONNECTED WITH THE SERVICE I WAS THINKING:	FIRST CONTACT WITH SERVICE WHAT HAPPENED?:	THEN WHAT HAPPENED? WHAT DID THE EXPERIENCE LOOK LIKE?	THEN WHAT HAPPENED? WHAT DID THE EXPERIENCE LOOK LIKE?	WHAT WAS THE LAST INTERACTION?	WHAT HAPPENED AFTER? WHAT DID YOU DO?	EVALUATION DID THE SERVICE MEET EXPECTATIONS?
I WAS FEELING:	WHAT DID PEOPLE SAY?:					
I WAS HOPING:	WHAT DID PEOPLE DO?:	WHAT DID YOU SAY AND DO?	WHAT DID YOU SAY AND DO?			WHAT COULD HAVE PEOPLE ON THE JOURNEY SAID OR DONE DIFFERENTLY?
	HOW DID YOU FEEL?:	HOW DID YOU FEEL?:	HOW DID YOU FEEL?:	HOW DID YOU FEEL?:	HOW DID YOU FEEL?:	DONE DIFFERENTLY:

DURING THE SERVICE









CAUSES ARE THE REASON WHY SOMETHING HAPPENS

4

SYMPTOMS ARE WHAT WE SEE AS A RESULT OF THE PROBLEM



YOU MIGHT TRY MAKING AN IMAGINED STORY JOURNEY OF WHAT YOUR SERVICE INNOVATION LOOKS LIKE.

TRY TO NOT JUST USE KEY WORDS. DRAW. SHOW THE FEELINGS AT EACH STAGE AND WHAT IS NEEDED AT EACH STAGE.

PRE-SERVICE

WHAT ARE THEIR INITIAL THOUGHTS AND FEELING? WHAT IS THE PERSON WHO WILL USE YOUR NEW SERVICE THINKING AND FEELING BEFORE THEY CONTACT YOU?

INITIAL CONTACT

HOW DOES THE USER HEAR ABOUT AND GET IN TOUCH WITH YOUR NEW STELLAR SERVICE? WHAT DOES STELLAR FIRST CONTACT LOOK LIKE?

ON THE JOURNEY

WHAT DOES THE EXPERIENCE LOOK
LIKE? WHO DO THEY CONNECT WITH?
WHAT DOES THE SERVICE LOOK LIKE?
WHAT FEELING DO YOU WANT THE
USER TO HAVE AT EACH STAGE?
MAP THE STAGES

ON THE JOURNEY 2

WHAT DOES THE EXPERIENCE LOOK
LIKE? HOW WILL YOUR SERVICE HELP
PEOPLE IF THINGS DON'T ALWAYS GO
AS PLANNED? WHAT TROUBLESHOOTING
WILL YOUR NEW SERVICE OFFER?

THE GOAL!

FILL THIS OUT FIRST
WHAT DOES SUCCESS LOOK LIKE?
WHAT MIGHT SUCCESS FEEL LIKE?
DRAW AND LIST THE INTERACTIONS

WHAT WAS YOUR CHALLENGE

WHAT'S THE BIG IDEA?