

EXPERIENCE MAP

WHAT

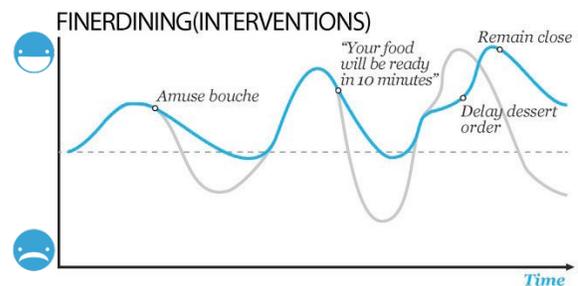
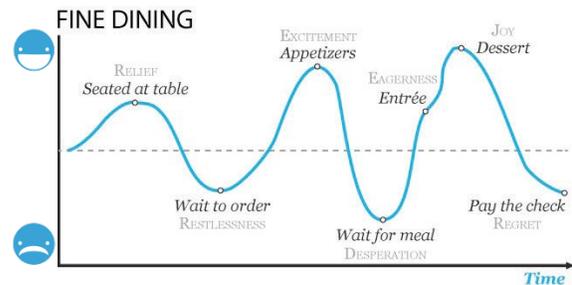
Create a one-page experience map that captures the emotional state of a user through an essential interaction with your brand. That experience can be anything from buying and unboxing a new BlackBerry to calling AT&T customer service. Whatever the experience, it should be one that informs a user's lasting attitudes and opinions about your brand. Your map should highlight the best and worst parts of the experience and how those moments relate to the brand's intended personality. You should try to demonstrate the following:

BRAND PERSONALITY. How does it feel to interact with this brand? How does that differ from what's intended? How does the user characterize the experience?

HIGHS & LOWS. Where does the brand succeed? Where does it fail? What causes those peaks and valleys?

INFLECTION POINTS. What are the critical moments where the brand could save the day? How could the brand respond in a way that reinforces its personality?

Communicate who your user is, what they expect from the brand, what the brand delivers, and how much more the brand could deliver in a way that's consistent with its personality.



The rough examples above show how, in the first graph, a user's experience at a three-star restaurant moves between positive and negative emotional states. The second graph shows how possible interventions could improve the user's overall impression of the brand. Please take this graph as a jumping-off point, you could as easily produce a storyboard, treasure map, photo essay, or box photo to explain your user's experience. Be creative and have fun!

HOW

Plot the most important touchpoints within the experience – moments where people or materials representing the brand impact the user's emotional state (see Dana Cho's Scenography, Scene Template, and Experience Blueprint for several useful methods). The most successful experience maps will communicate creatively, demonstrate emotional insights, and clearly identify where transgressions against the brand attributes or personality could be prevented or repaired by solutions consistent with the brand.

INTERVIEW USERS. Try to unpack a user's emotional state throughout the experience and how that relates to the brand's intentions. try to understand what they feel, what they care about, and what that implies.

PUT US IN THEIR SHOES. Using photos, artifacts, or vivid descriptions, communicate what your user went through.