

Visual Interaction Design

Week 12: Experience Maps

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Project Two: Phase Two

WEEK 10

Data Visualization

Class Critique
Web Screens
& Data Viz

WEEK 11

Alternate Screens

Critique
Final Web Screens

WEEK 12

Documenting
visual design -
Creating
A Case Study

Class Critique
Alternate Screens
beginning of Case
Study

WEEK 13

Design is a Job
Studio time

NO CLASS

WEEK 14

Studio and Individual
Sessions

Studio and Individual
Sessions

WEEK 15

Presentations

Presentations &
Class Wrap-up

What is an Experience Map?

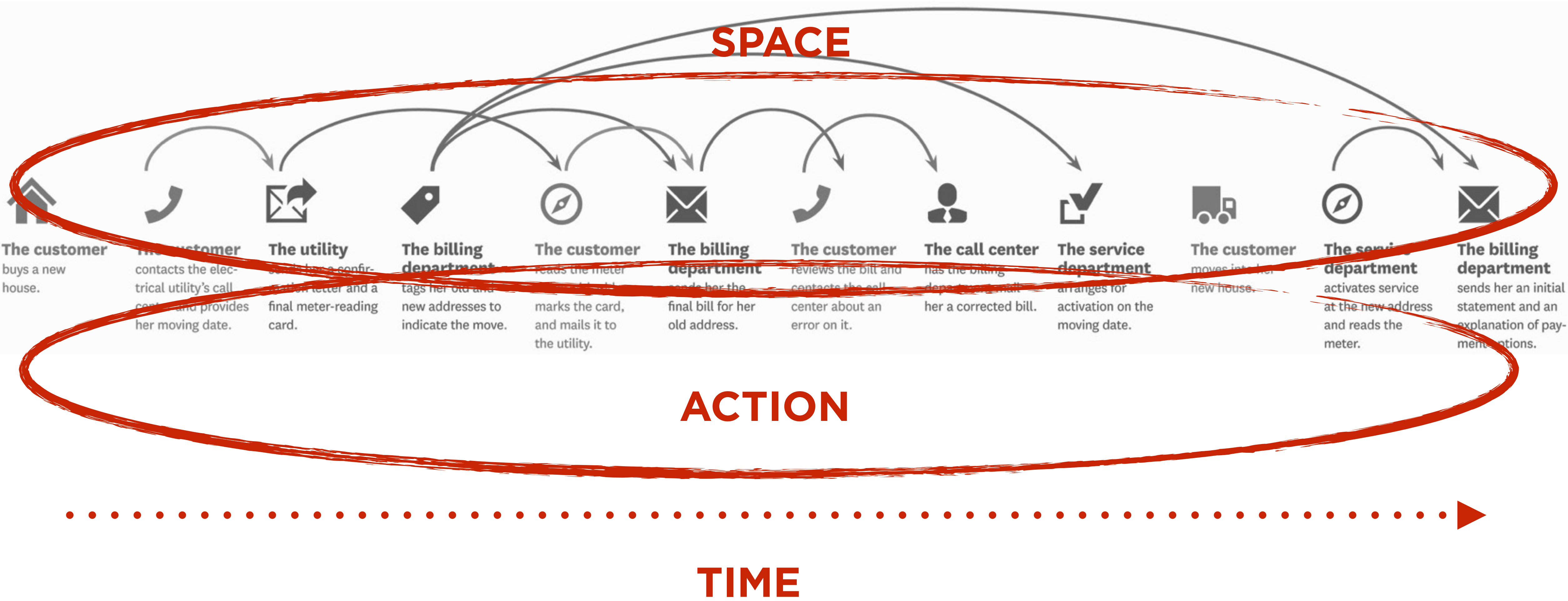
A visualization that describes the role of various actors in an end-to-end process, such as a fulfillment chain. As such, it may include both digital and real-world steps. The user may have a role in this flow, but it is typically higher-level than the specifics of user interaction.

Shows how someone will interact with a process, system, service or product both in real life as well as digital or device

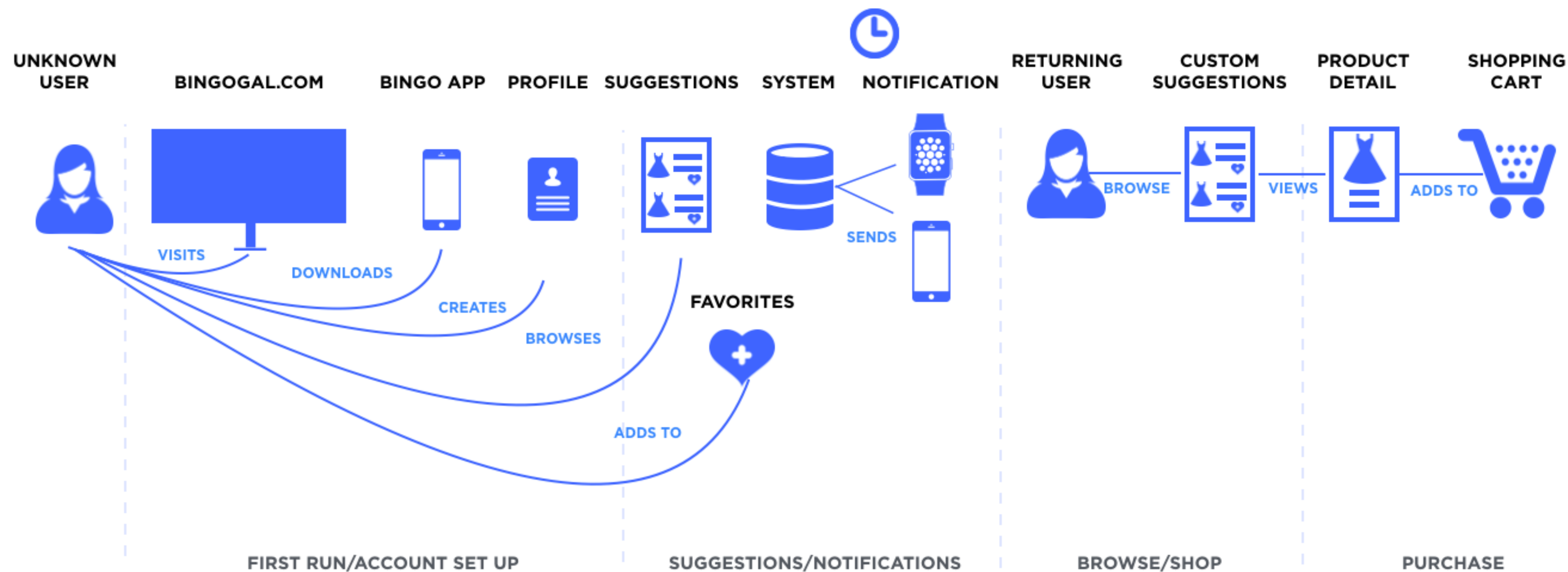
What does it do?

- Keeps track of entire experience from start to finish
- Allows you to see how a whole system works together
- Visualizes the entire experience (physical, all devices, on screen, voice, signage, etc..)
- The experience a person has when interacting with something
 - Product
 - Service
 - Application
 - Website
 - Software

Sample experience map



Examples

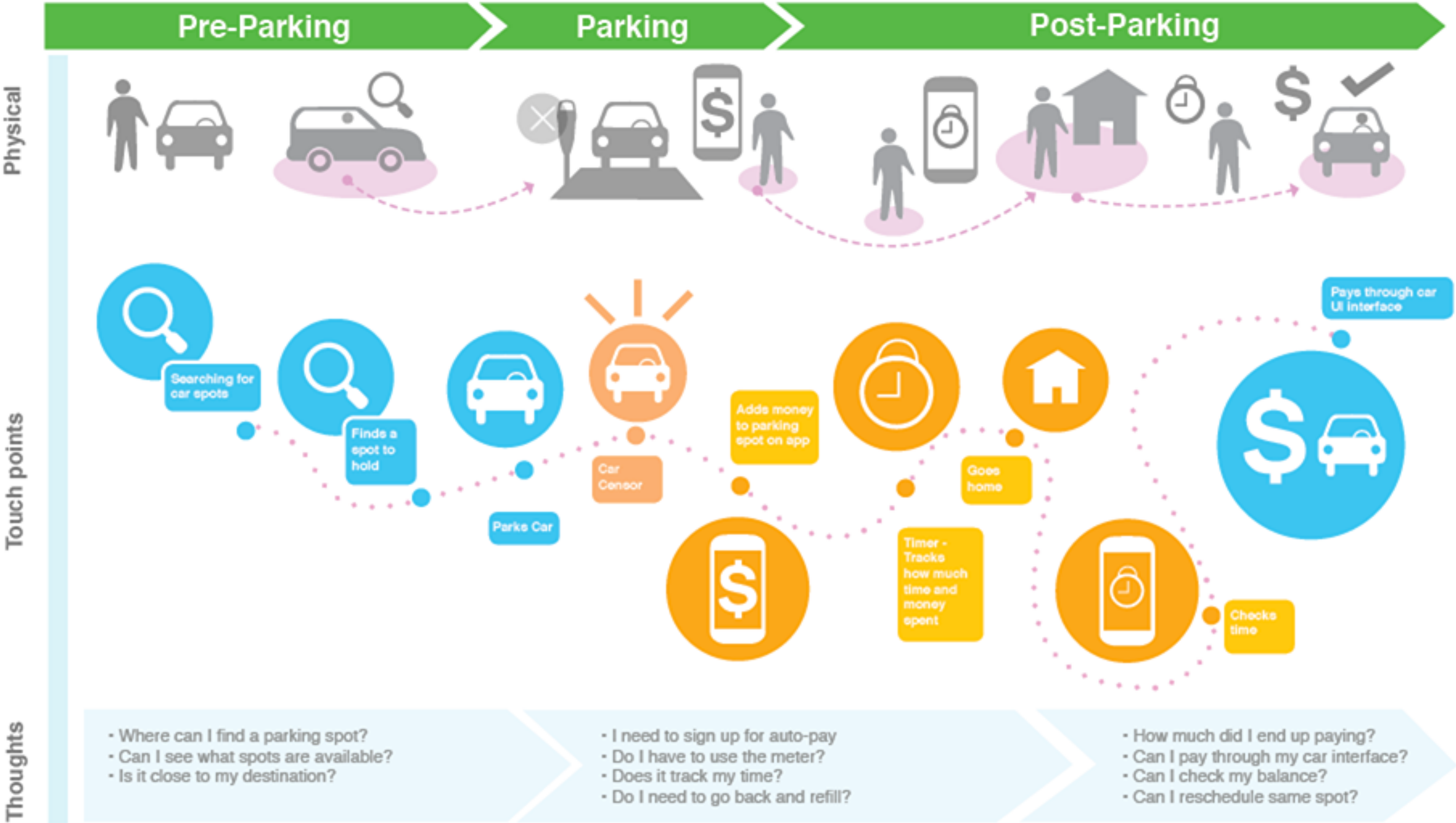


Examples

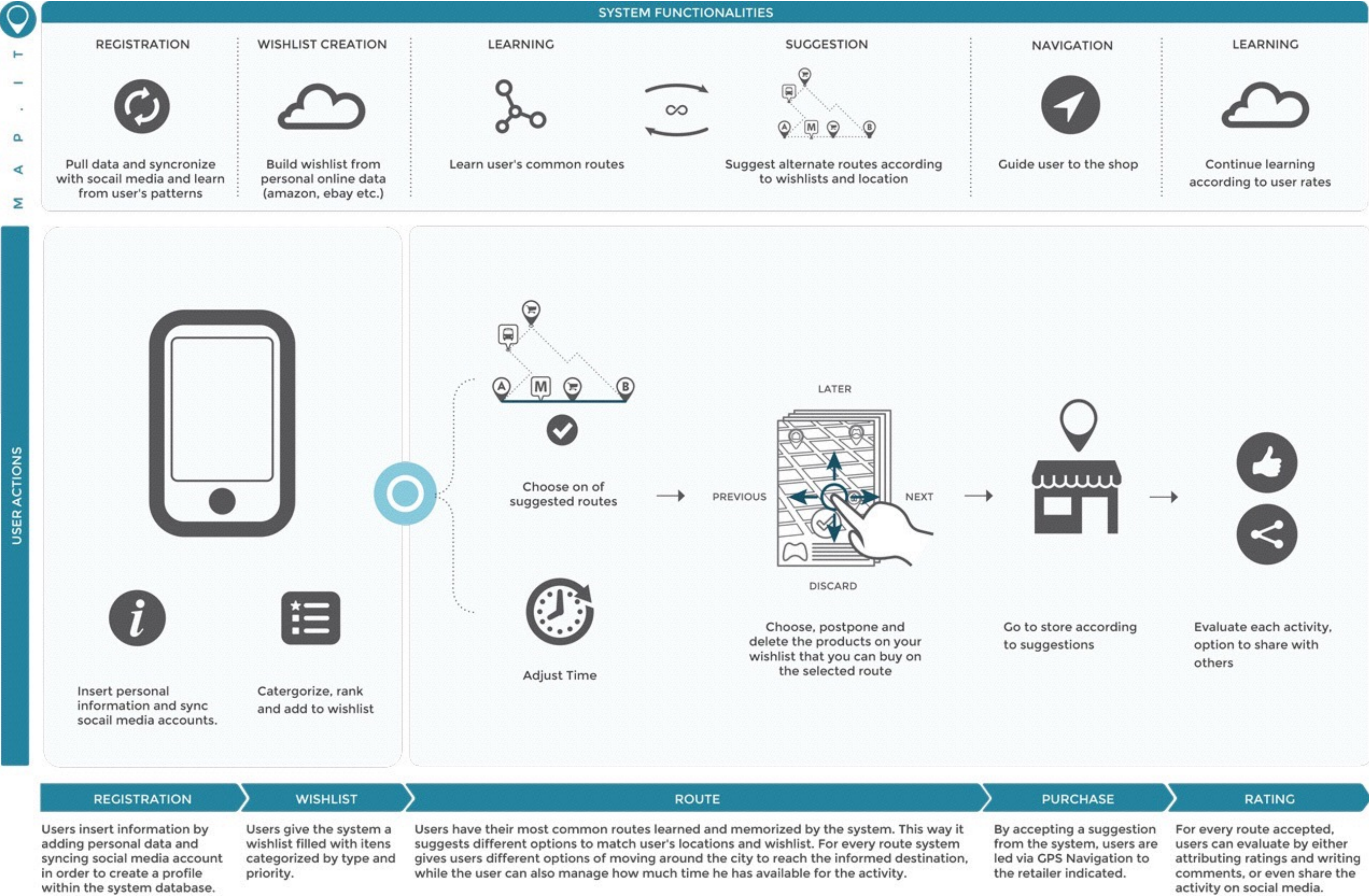
Smart Parking

DESIGNED BY KATE STEINMEYER © 2014

Users needs to find a spot and pay fast



Examples

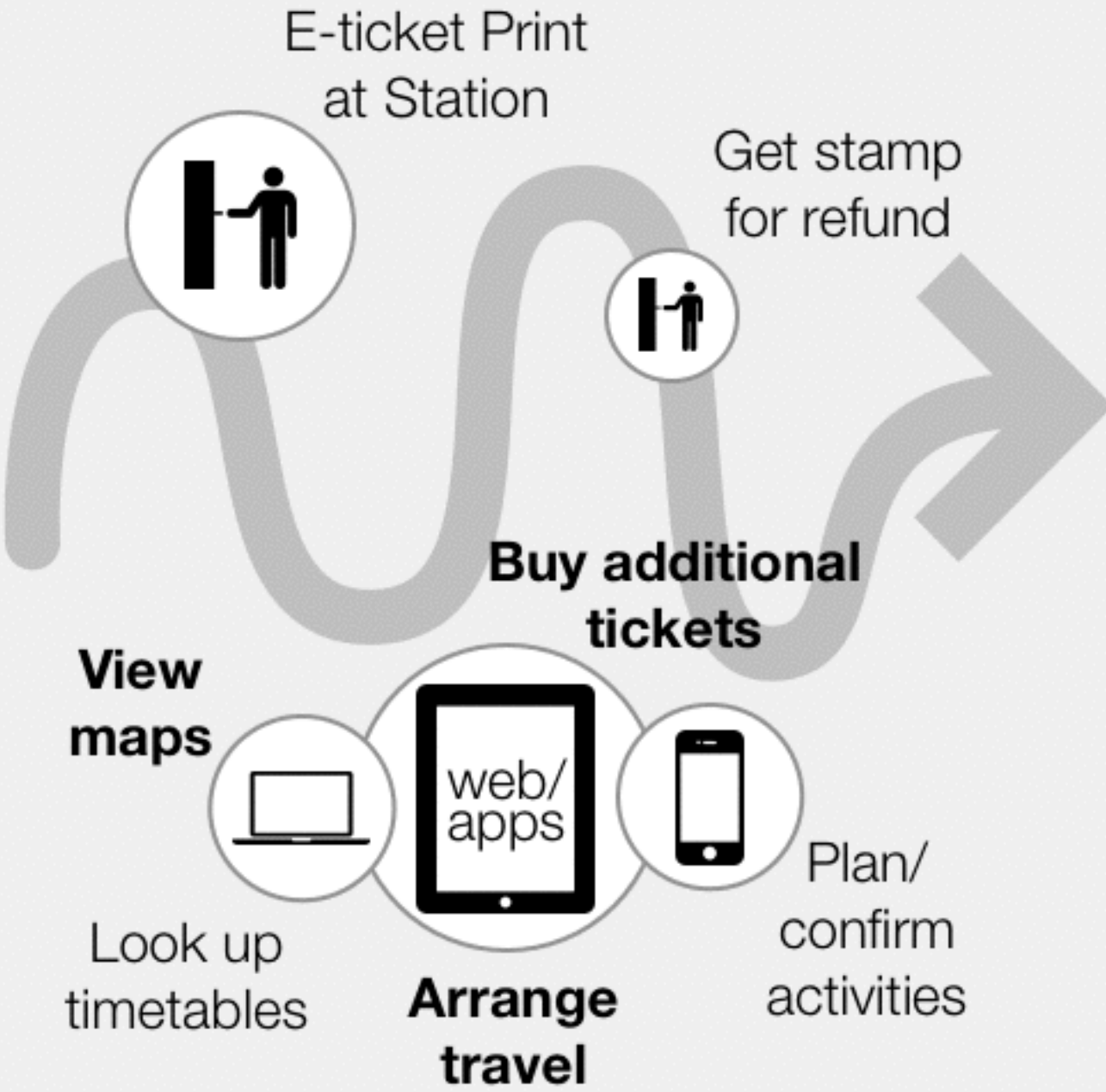
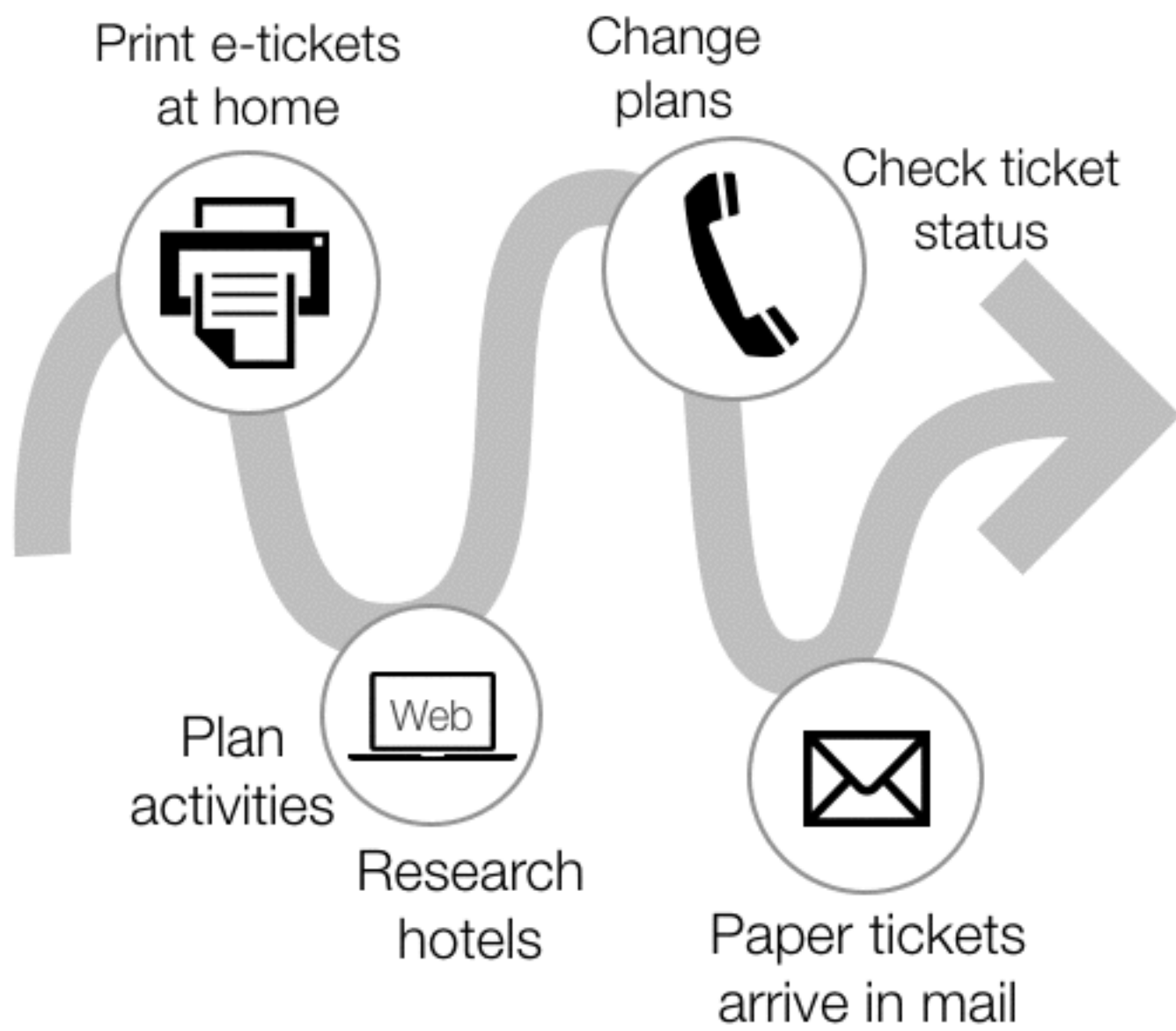
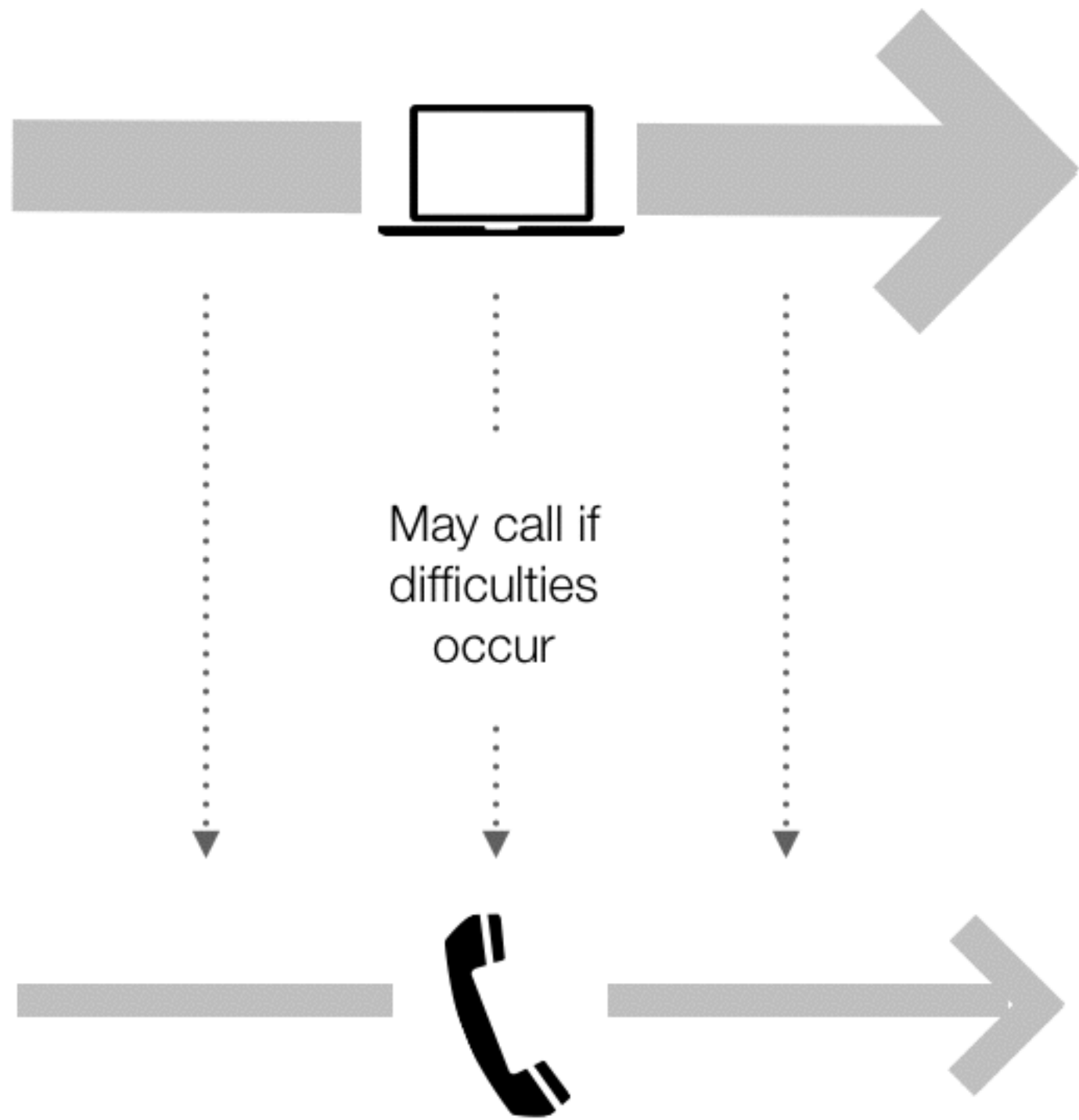


Examples

- Confirm itinerary
- Delivery options
- Payment options
- Review & confirm

Wait for paper tickets to arrive

Activities, unexpected changes



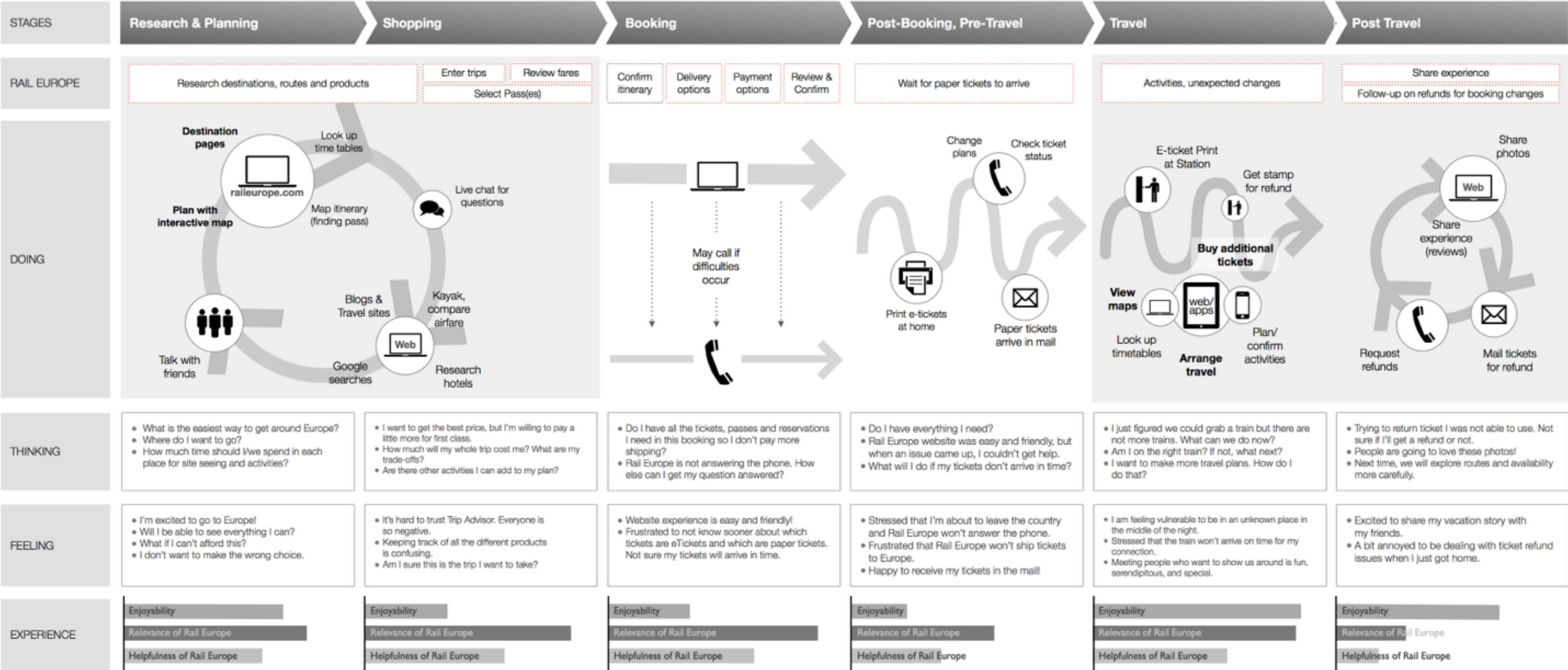
Examples

Rail Europe Experience Map

Guiding Principles

People choose rail travel because it is convenient, easy, and flexible.	Rail booking is only one part of people's larger travel process.	People build their travel plans over time.	People value service that is respectful, effective and personable.
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Customer Journey



Opportunities

GLOBAL			PLANNING, SHOPPING, BOOKING			POST-BOOK, TRAVEL, POST-TRAVEL	
Communicate a clear value proposition.	Help people get the help they need.	Support people in creating their own solutions.	Enable people to plan over time.	Visualize the trip for planning and booking.	Arm customers with information for making decisions.	Improve the paper ticket experience.	Accommodate planning and booking in Europe too.
STAGE: Initial visit	STAGES: Global	STAGES: Global	STAGES: Planning, Shopping	STAGES: Planning, Shopping	STAGES: Shopping, Booking	STAGES: Post-Booking, Travel, Post-Travel	STAGE: Traveling
Make your customers into better, more savvy travelers.	Engage in social media with explicit purposes.		Connect planning, shopping and booking on the web.	Aggregate shipping with a reasonable timeline.		Proactively help people deal with change.	Communicate status clearly at all times.
STAGES: Global	STAGES: Global		STAGES: Planning, Shopping, Booking	STAGE: Booking		STAGES: Post-Booking, Traveling	STAGES: Post-Booking, Post Travel

Information sources

Stakeholder interviews
Cognitive walkthroughs

Customer Experience Survey
Existing Rail Europe Documentation



Linear process

Non-linear, but time based



Starbucks Experience Map

Date: 3/22/10

Eric - Repeat Customer

Purpose: To work/drink coffee

Enriched Experience

baseline

Poached Experience

Anticipate

Enter

Engage

Exit

Reflect

Touchpoints

Office

Car

Walk-In

Line

Order

Pay

Sit

Drink

Work

Pack Up

Walk Out

Car

1.a Discussing with team the local places to grab a coffee.

1.b Deciding to go to Starbucks and work on design reports.

1.c Hoping to find a close parking spot.

1.d Hoping Starbucks is not overly crowded and will have available seating.

1.e Considering alternative places just in case..

2.a Notice that there are a couple of people in line.

2.b Notice the narrow, confined layout.

2.c Enjoy the aroma of roasted coffee and mixed sweet, robust smells.

2.d The lighting is pleasant, not overly bright and not too dim.

2.e The music seems ethnic,

3.a The waiting line occupies the main traffic way.

3.b The menus across the counter are hard to read while in line.

3.c The line moves slow, people who just ordered are still in the same area. Becomes crowded.

3.d The ordering process seems too

4.a The Barista acknowledges me with a smile.

4.b I can see the menu better now, but I feel rushed to order a drink.

4.c I feel forced to make a quick beverage selection. I play it safe by having what I always get.

4.d The barista confirms my selection and asks my name to write

5.a The barista tells me the total and I pay with my credit card. He asks me if I want my receipt, I decline.

5.b My interaction ends with him saying thank you. He doesn't use my name.

5.c Now I move to the left of where I paid. Once again I feel crowded and out of place. People are

6.a Grab my drink and look for a place to sit.

6.b I need, most importantly, an outlet and a workspace.

6.c I notice that there are only a few locations in the seating areas that have outlets. This is discouraging.

6.d Most places are occupied. No outlets are

7.a The cub is hot, steaming, but withstanding in my hand.

7.b Smells roasty and sweet.

7.c First sip is too hot, but flavorful. I'm happy with the taste and my choice.

7.d The continued sips remain satisfying.

8.a I place my drink on the table next me and place my bag on the floor.

8.b I remove my computer and accessories and now am shifting my coffee to find room for all of my things on this little coffee table.

8.c The table is too low to work from there, so I place my laptop in my

8.f I enjoy the free wireless and the unlimited use. The signal strength is adequate.

8.g The music is really bothering me. I put my headphones on and play my mp3 songs.

8.h The battery use on my computer is a concern now. I will begin looking for another table to work at.

9.a The barista walks by me and makes an announcement to the store that it will be closing shortly -10 pm.

9.b I would like to continue to work. I feel 10pm closing time is much too early, especially in a college town.

9.c I stand up and walk around until I find a hidden trash can to throw my cup

10.a I pack my things up and head out the door.

10.b The remaining staff tell me to have a good night.

11.a I head to my car and wish that I could have stayed longer to work. I know that once I get home, I will be in the wrong mind state to continue working.

11.b The coffee was very good, but I was disappointed in the environment. Distracting music, small workspace, lack of power

Aroma

Ambience

Audible Sensations Loud

Cold, drafty Slightly crowded

Lack of personal space Unstructured

Greeting Fake

Factory line

Unwilling to try something new, risk Feeling rushed

Feedback Confusing Inconsistent

Polite

Quick, convenient

Impersonal

Not large work spaces Lack of seating Lack of outlets Uncomfortable wooden chairs

Sofa chair is comfortable

Tasty drink Flavorable Appropriate temperature

Free Wi-Fi

People watching Crowd conversation noise

Blasting air conditioning Loud music Distracting Repeating, not my taste

Not large work spaces Furniture not ideal for computer work

Closing time

Good byes

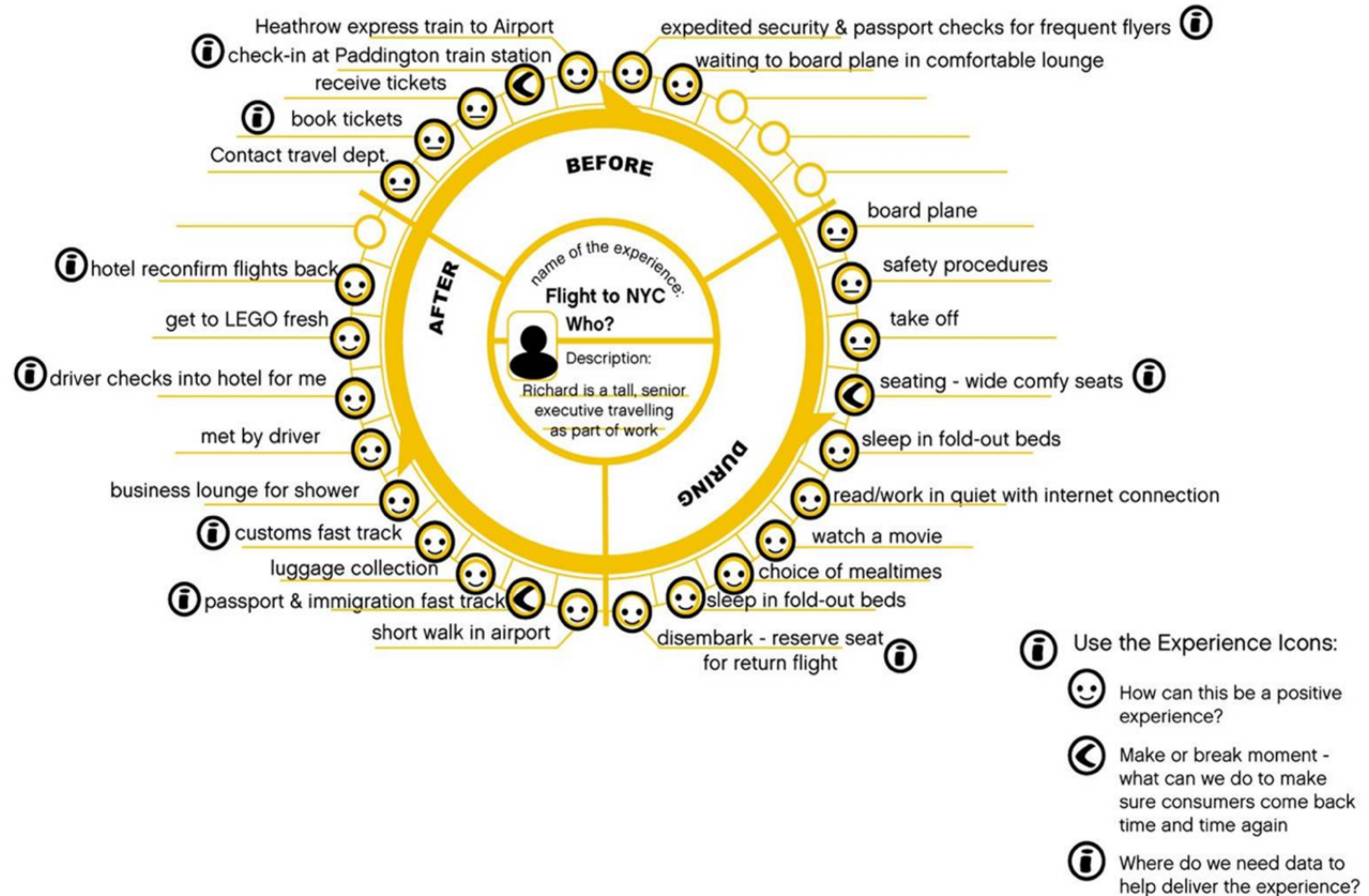
Good drink

Annoyed about closing time Annoyed about where I sat Back hurts

Examples



Designing the Experience - Example WOW





Richard

Age: 21
 Location: Philadelphia, PA
 Occupation: Student
 Family: Single
 Household Income: \$20k/year
 Computer Skill:
 Influence:

Key Motivators

- Hears about games mainly from friends through word of mouth
- Ability to play multi-player with friends very important
- Very aware of tech issues
- Price conscious, seeks deals
- May not own latest system but wants it badly
- May not own latest games but wants them badly
- Likes to see latest games in development
- Likes to purchase in person to have box to show off
- Expects game to last a long time
- Keeps up on latest gaming news to be "in the know"
- Reads and posts at blogs, gaming sites, forums
- Researches online, buys retail
- Read reviews and ratings
- Plays almost all genres, choices depend on friends and mood
- More focused on Storyline
- Willing to invest a lot of time into gaming
- Likes to maximize game investment (find hidden sections)
- Plays almost everyday
- Compares scores with friends

3 Social Gamer

comcast Experience Map v.1.0

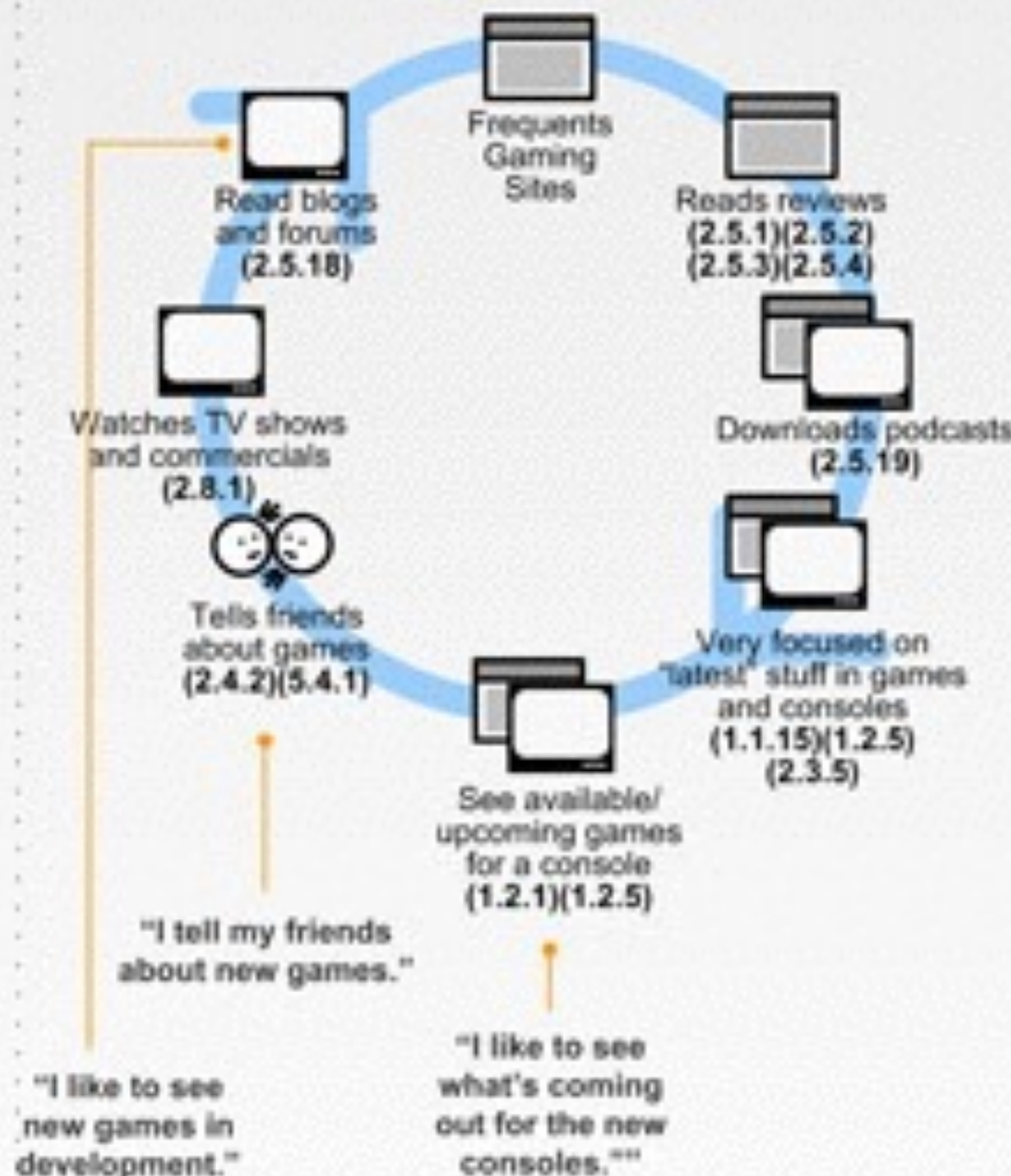
Past Experiences



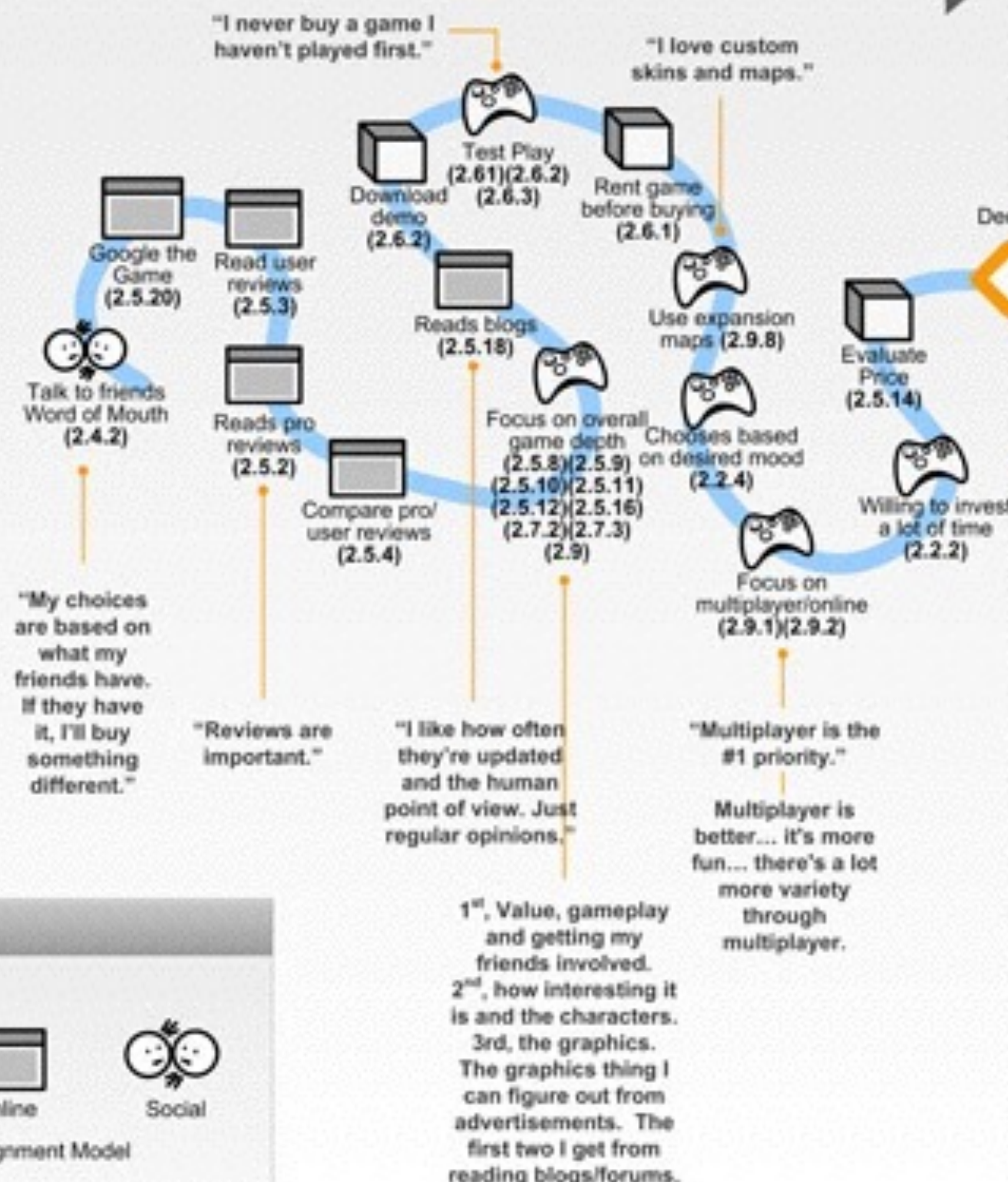
"I'll play whatever depending on my mood."

"PCs allow you to customize more."

Awareness



Choose



LEGEND

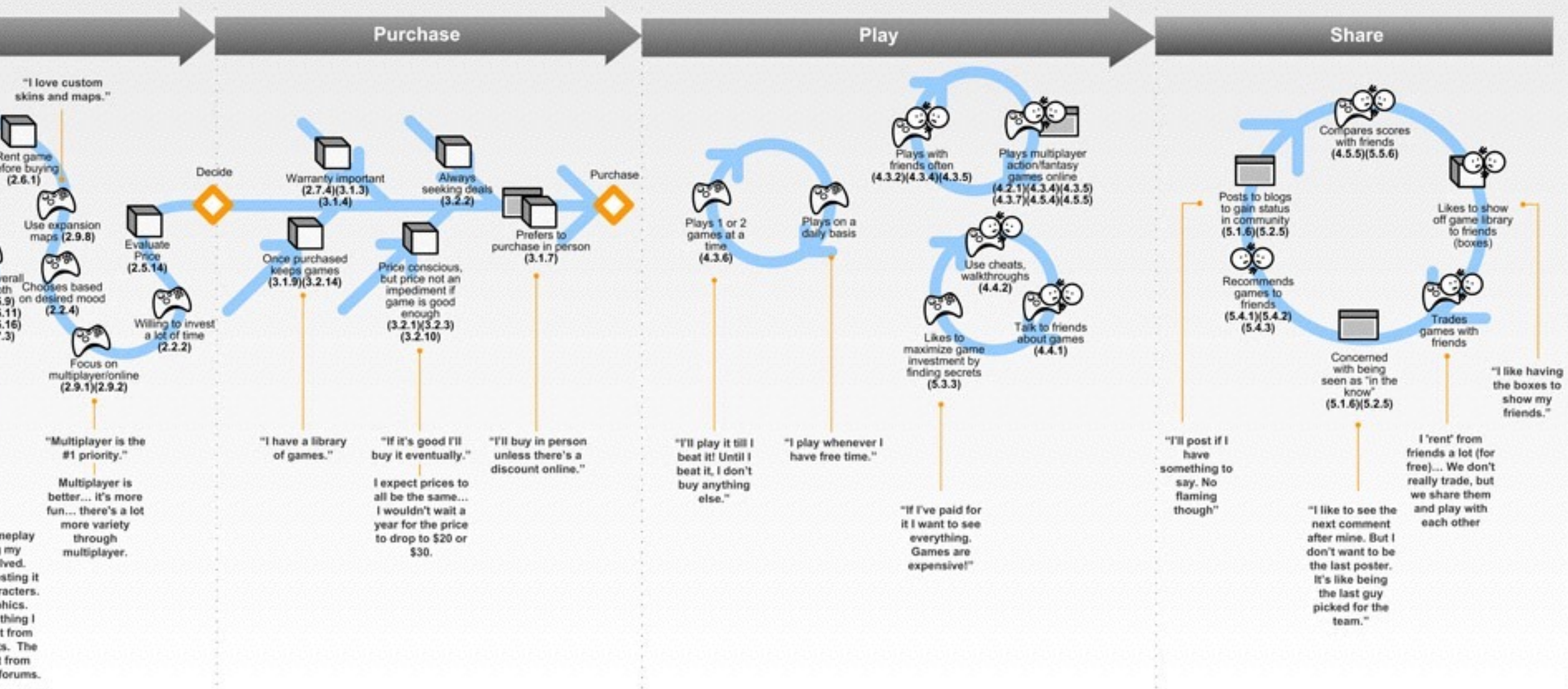
Processes



Icons



(number in brackets) corresponds to task number on Alignment Model



Experience Mapping

The four steps to making sense of cross-channel customer journeys



UNCOVER THE TRUTH

Study customer behavior and interactions across channels and touchpoints

CHART THE COURSE

Collaboratively synthesize key insights into a journey model

TELL THE STORY

Visualize a compelling story that creates empathy and understanding

USE YOUR MAP

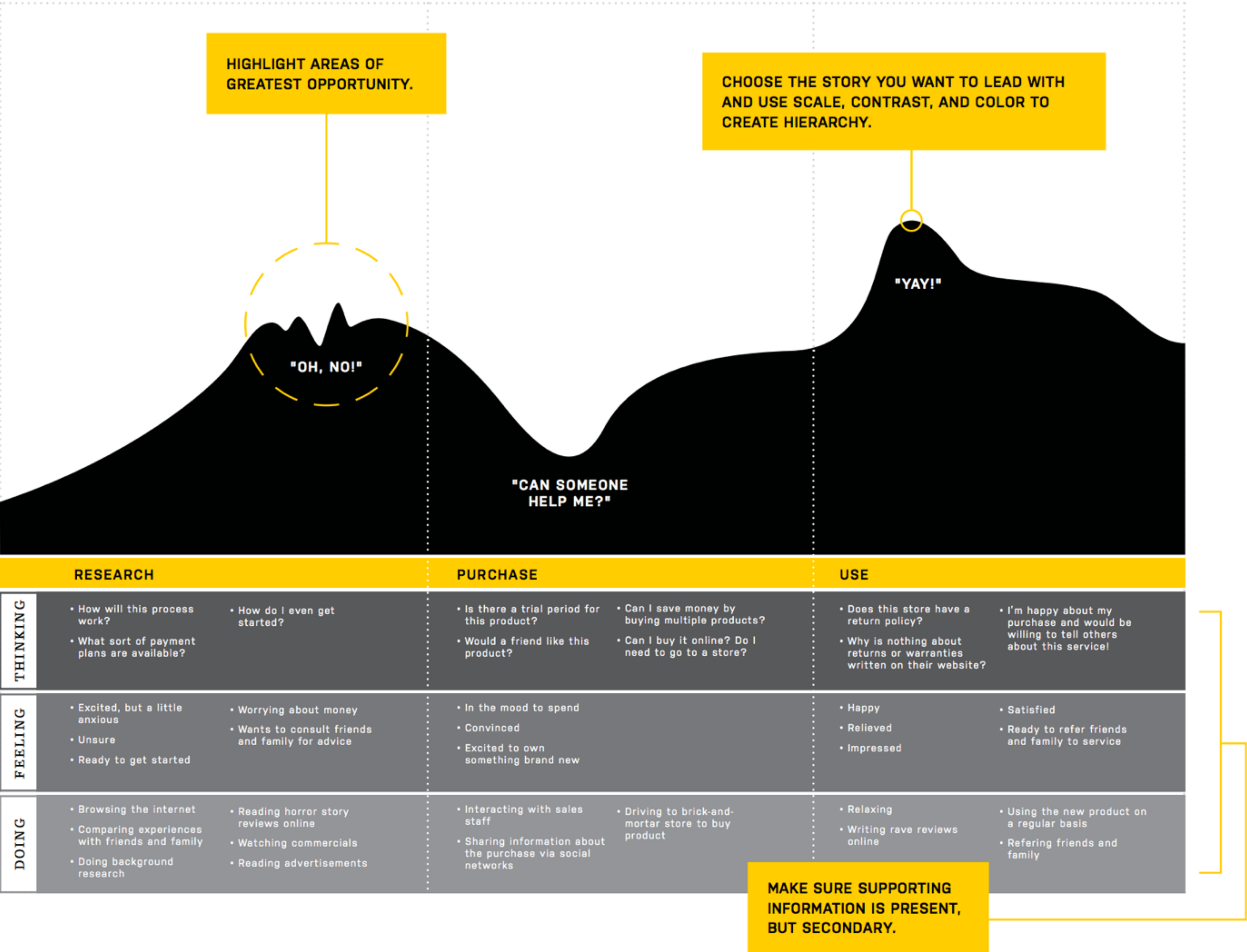
Follow the map to new ideas and better customer experiences

The Activity

Experience mapping is a collaborative, iterative process for synthesizing and visualizing the holistic customer experience. The activity of experience mapping results in an artifact – an experience map.

The Artifact

An experience map presents, with richness and depth, key insights into your customers' complete experience. It is a tool that supports charting new courses of action.



Sketching your story

**If you can't sketch it,
you may not have your story yet.**

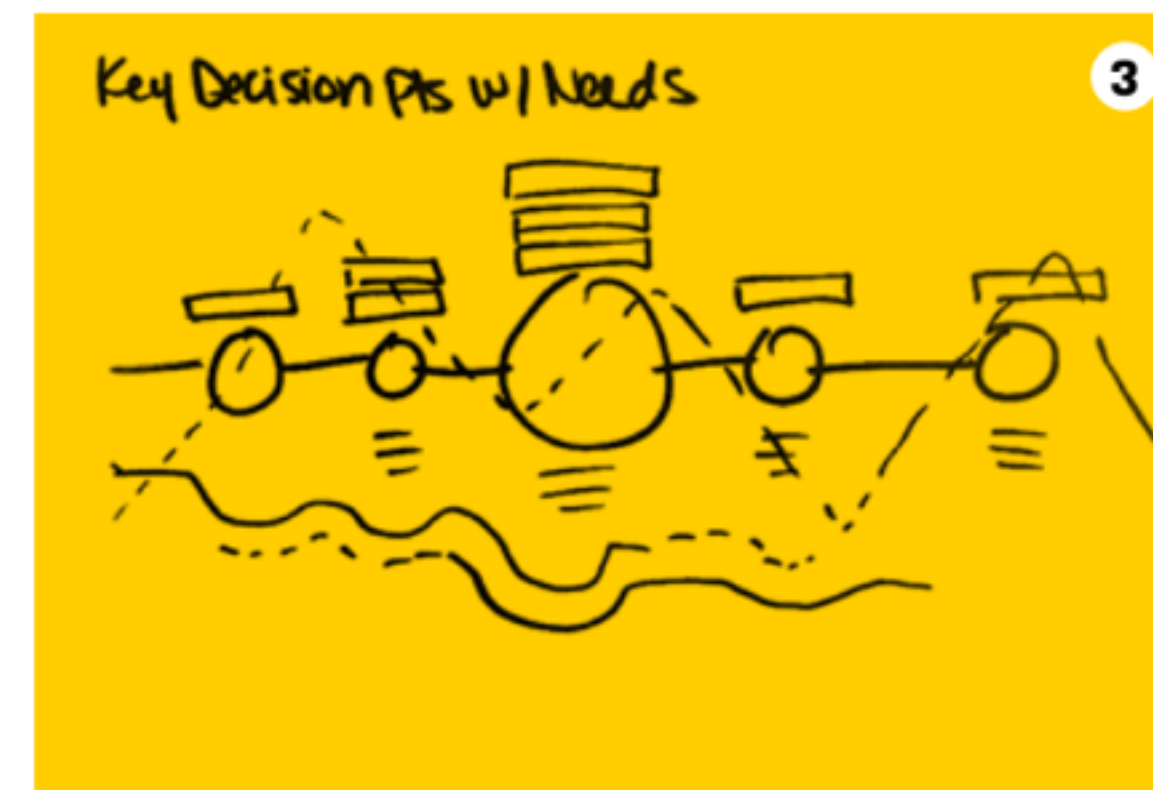
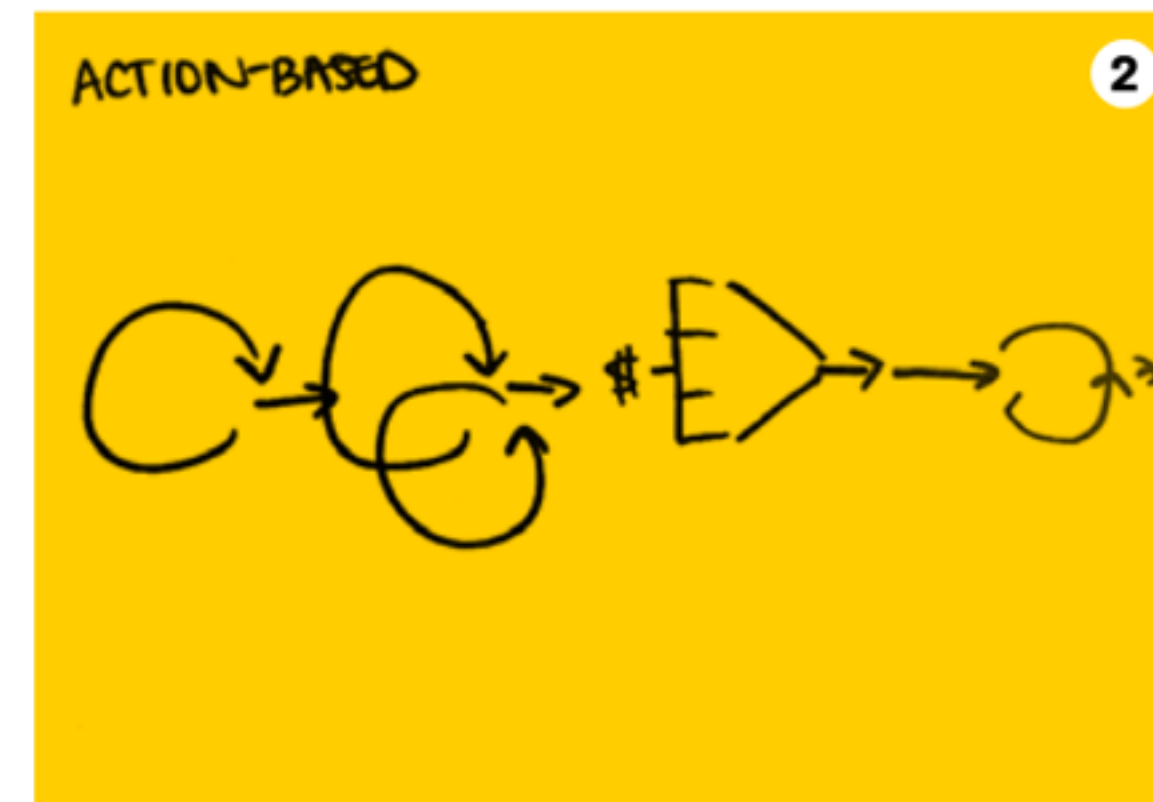
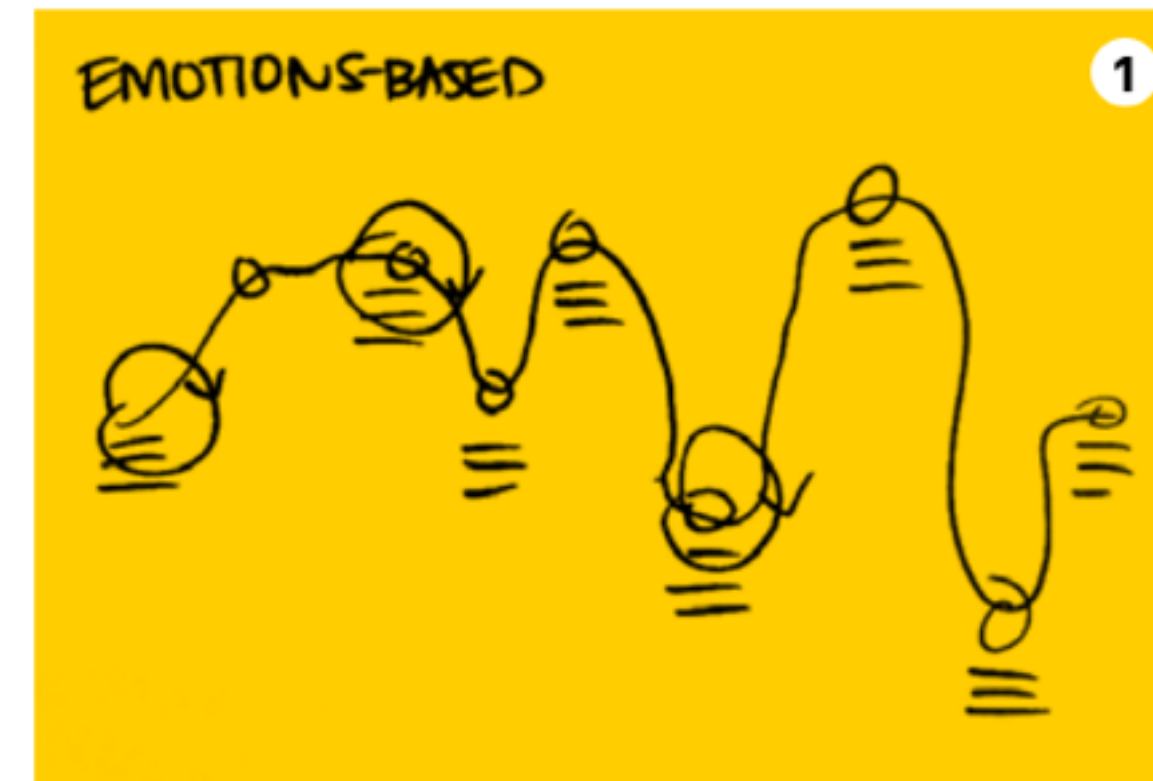
Experiment with how the different building blocks could drive the narrative.

1. Take Feeling and draw the emotional journey of your customers.
2. Try using your customers' actions (Doing) across time as the spine of the story.
3. Choose Place and organize your key insights by decision points within a physical context.

Then layer other building blocks and data onto that foundation.

Realize ideas quickly, iterate your story and visual model, and keep at it until a compelling narrative emerges.

To tell a great story, you'll need to focus, communicate hierarchy, sketch fearlessly, and try to keep it simple.



Other tips

A. Path, touchpoints and connection type:

Use arrows to illustrate connection type between touchpoints
(First from left to right is a controlled evaluation, between e and f we see a direct connection).

Use letters to call out each point and easily add reference on the bottom of the experience map.

B. System interaction and actions.

Use icons to illustrate the action is taking place (functionality, content section, etc)

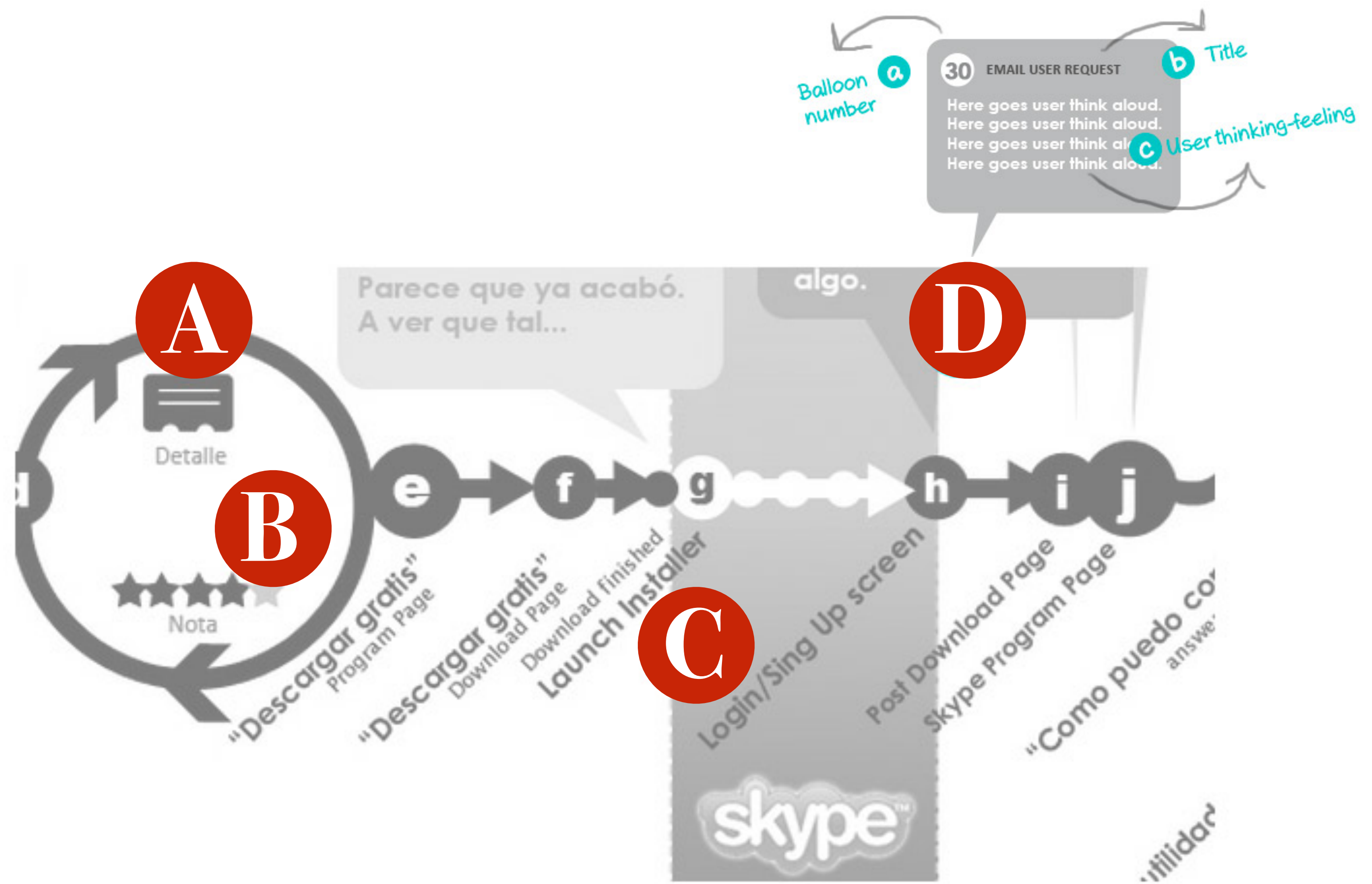


Other tips

C. Include outside system stages.

Use a different background to mark interactions that take place outside the system you are modelling.

D. Use balloon messages to illustrate your user's thoughts about the system



Other tips

E. (Optional) Illustrate the different mental status and moods using a scale or emoticons.

E

LARGE

MENTAL STATUS

Attention
Attitude
Motivations
mood






low 1 2 3 4 5 high
A- 1 2 3 4 5 A+
low 1 2 3 4 5 high
m: Satisfied - Confident

a Mental state variables

b Mood state

SMALL

MENTAL STATUS

Unpleasant <      > Pleasant
Angry Tense Neutral Excited Happy
Irritated Bored
Sad Calm Cheerful
Relaxed

a Emoticons mood scale

b Emoticon - color and feeling matching