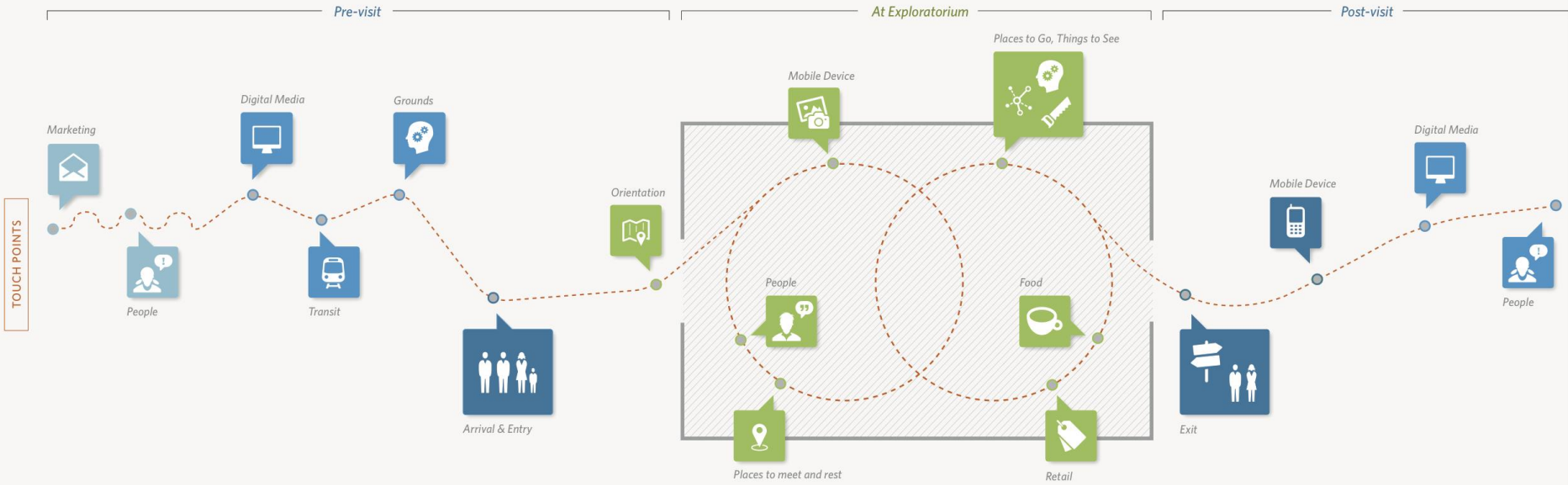**user experience map**

user experience map
user journey map
customer journey map
brand experience map

Exploratorium Visitor Experience Map

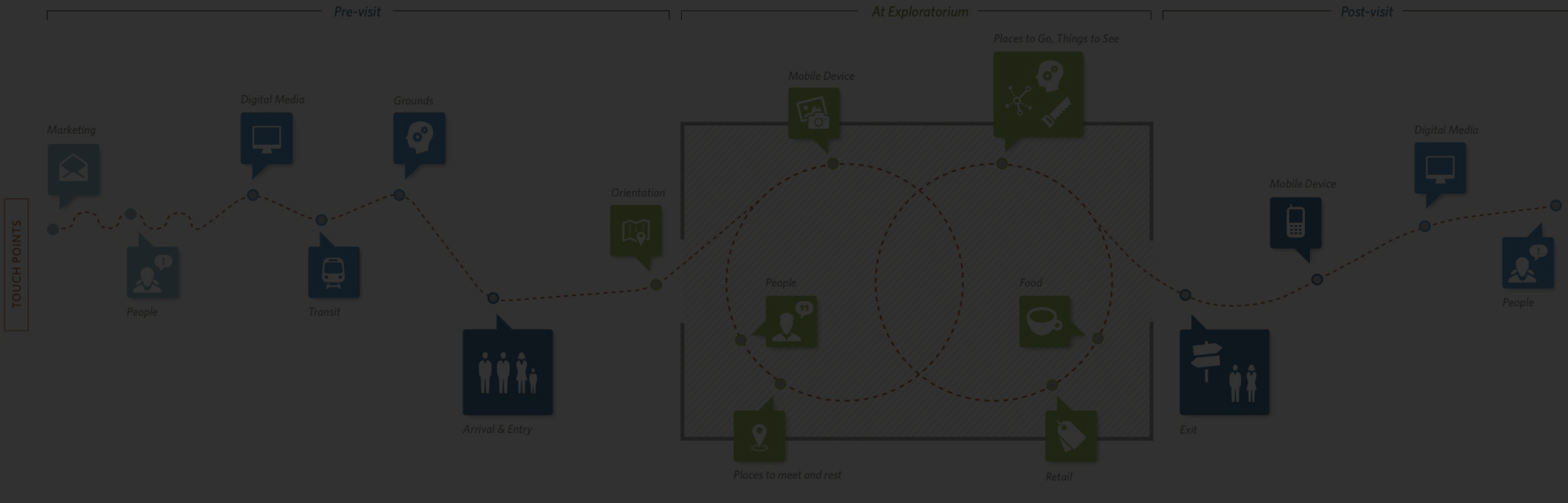## Where do you support the paths of different visitors?

exploratorium®

map by adaptive path

Pre-visit · *At Exploratorium* · *Post-visit*

TOUCH POINTS

Marketing

People

Digital Media

Transit

Grounds

Orientation

Arrival & Entry

Mobile Device

Places to Go, Things to See

People

Places to meet and rest

Food

Retail

Exit

Mobile Device

Digital Media

People

VISITOR KEY MOMENTS

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Member Family	• Is triggered by fond memories • Receives Exploratorium communications	• Looks up member benefits	• Seeks special member check-in or benefits • Wants to skip line • Feels extra frustration with crowds	• Feels pride and belonging • Looks for favorite exhibit • Feels frustration if it isn't there	• Feels proud of San Francisco	• Wants to get more involved

Exploratorium Visitor Experience Map

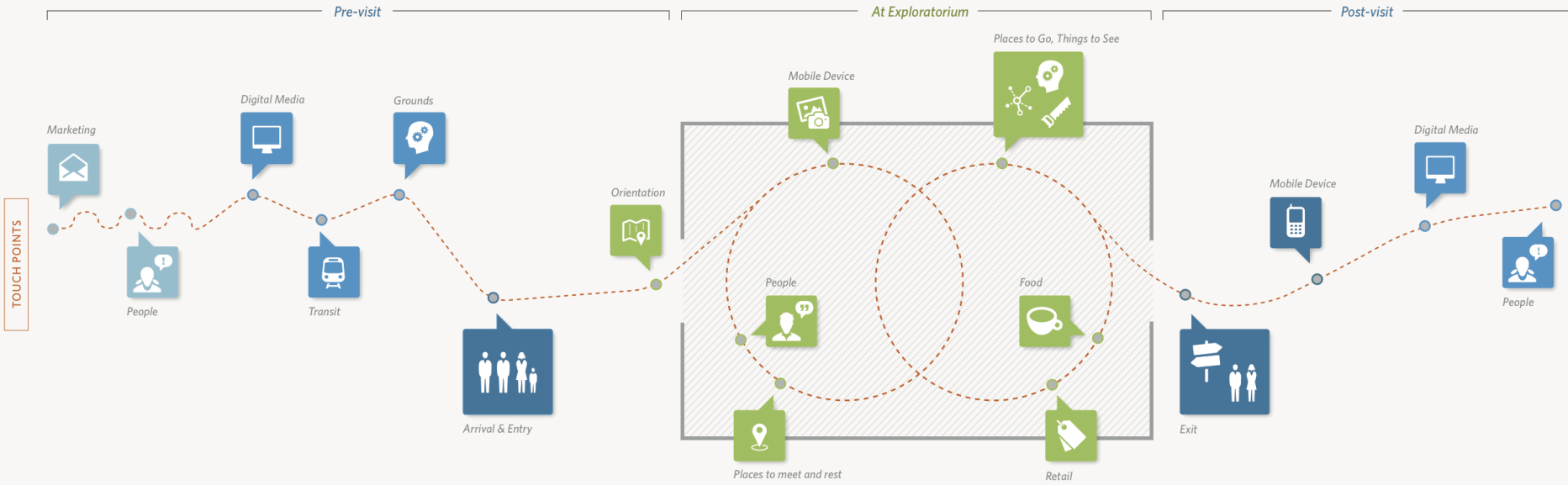## Where do you support the paths of different visitors?

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Exploratorium Visitor Experience Map

Where do you support the paths of different visitors?

expl**O**ratorium®

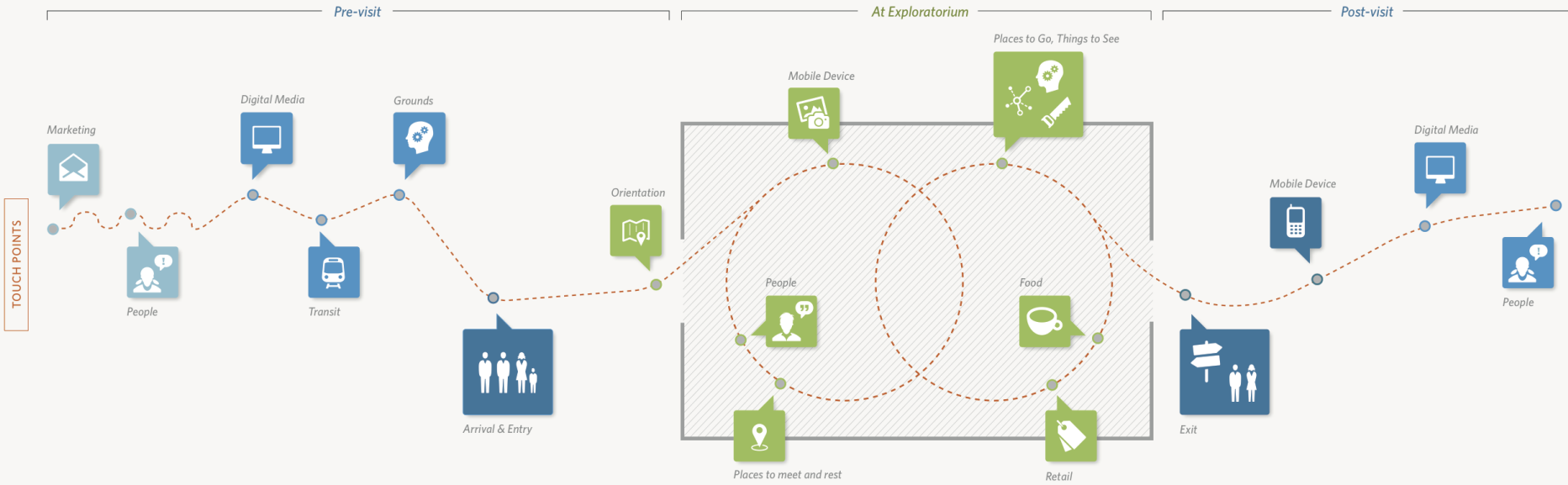*map by* **adaptive path**

Pre-visit

At Exploratorium

Post-visit

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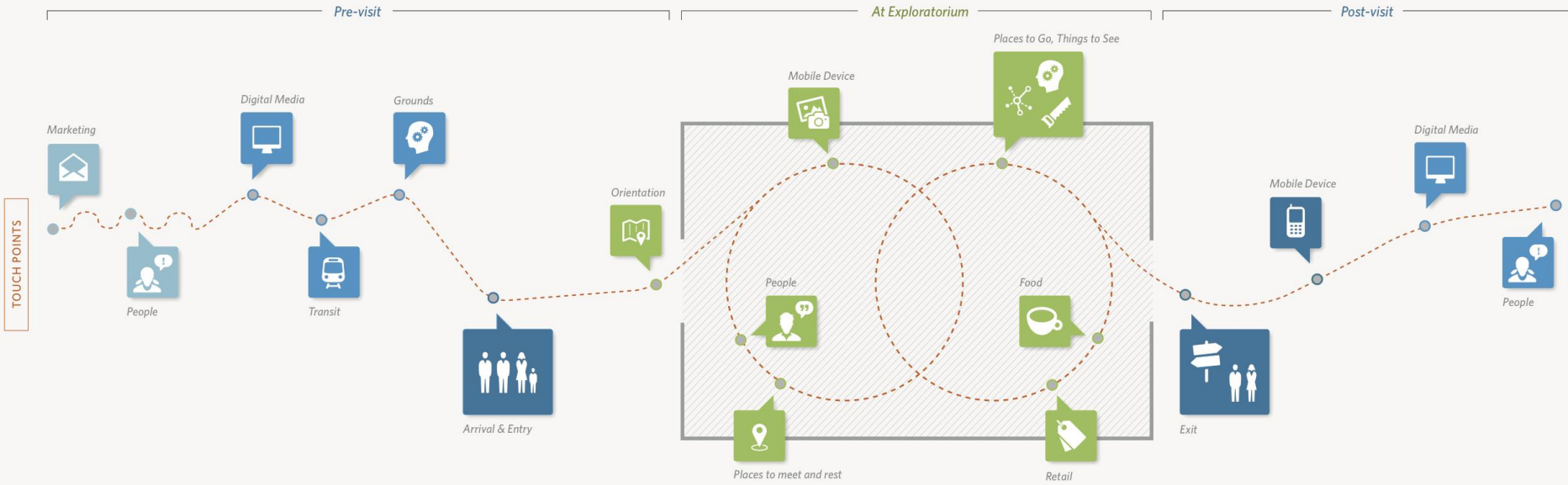
map by adaptive path

Pre-visit **At Exploratorium** **Post-visit**

TOUCH POINTS

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Inquiry into Intent

Exploratorium Visitor Experience Map

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exploratorium®

map by adaptive path

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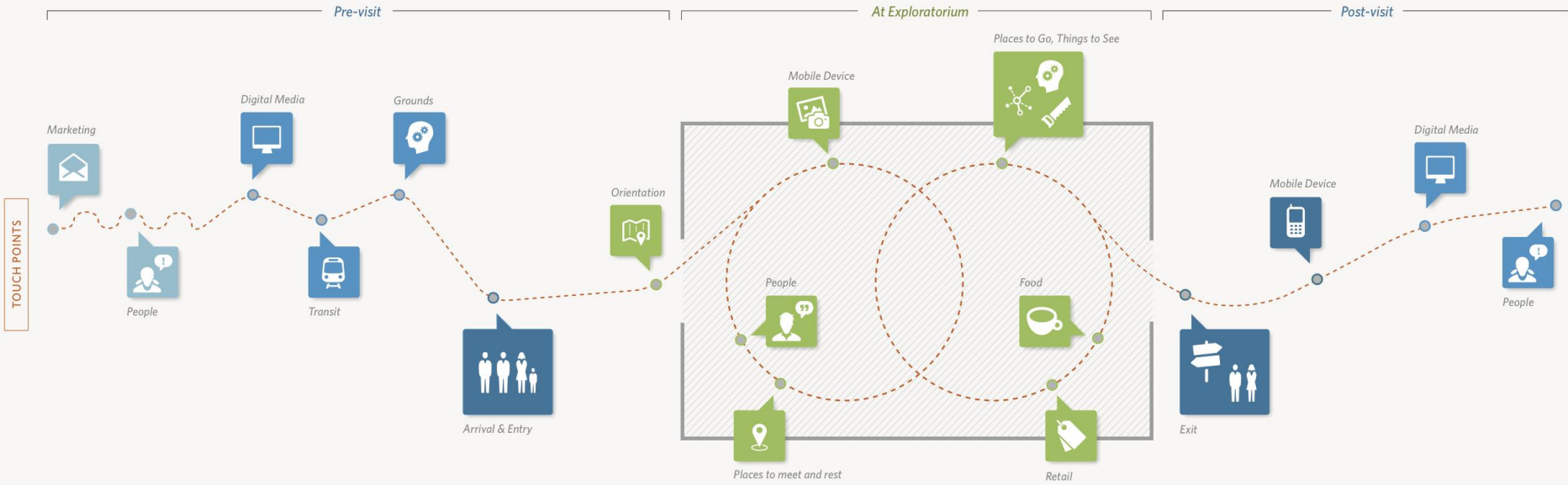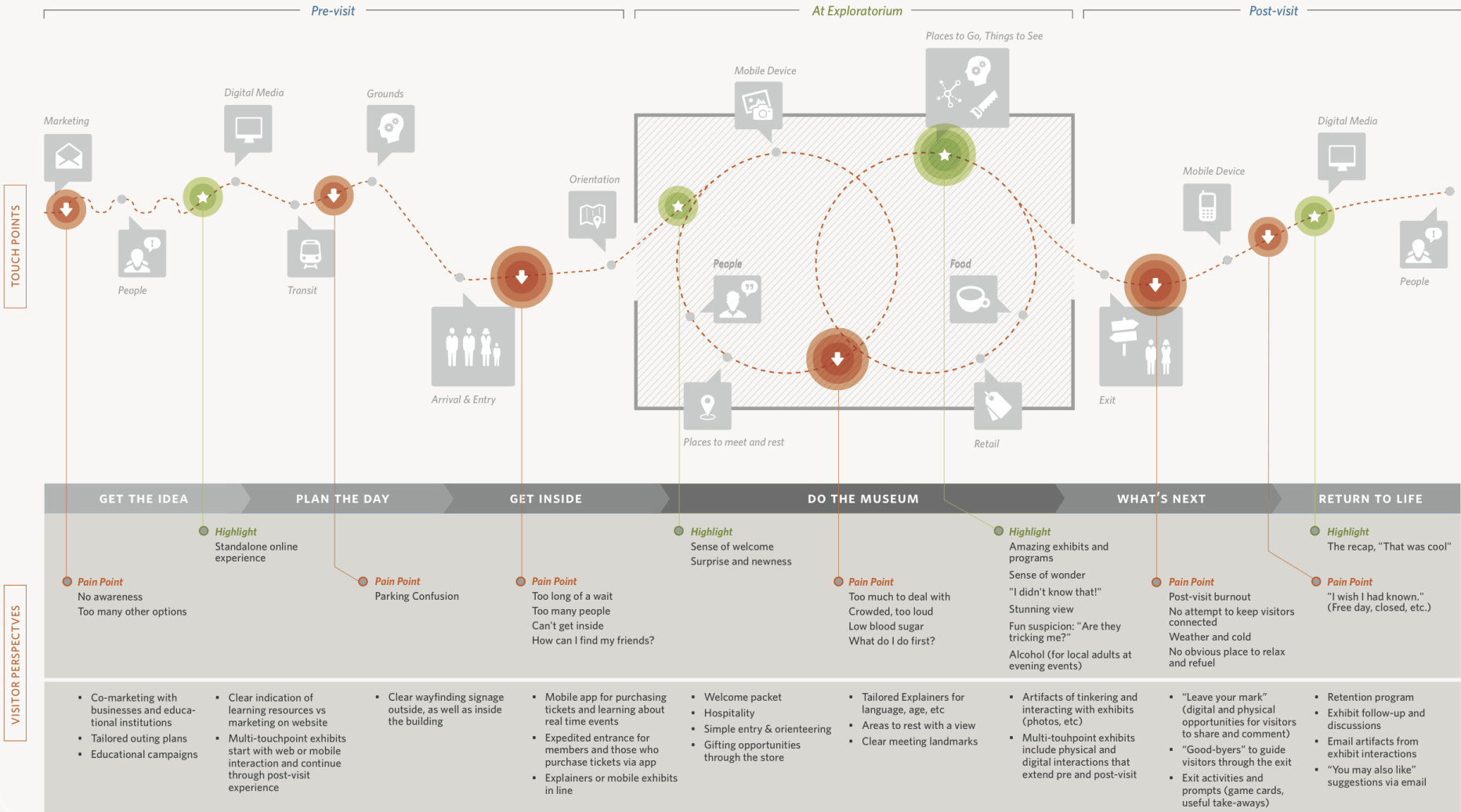|	GET THE IDEA	PLAN THE DAY	GET INSIDE	DO THE MUSEUM	WHAT'S NEXT	RETURN TO LIFE
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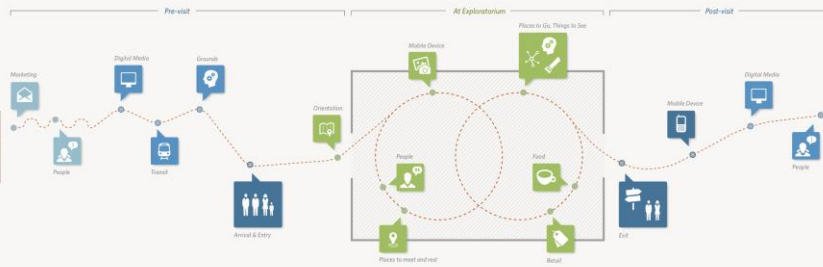## What opportunities exist to impact the experience at scale?

exploratorium®

map by **adaptive path**

Pre-visit | **At Exploratorium** | **Post-visit**

TOUCH POINTS

Marketing

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VISITOR PERSPECTIVES

GET THE IDEA	PLAN THE DAY	GET INSIDE	DO THE MUSEUM	WHAT'S NEXT	RETURN TO LIFE

Highlight
Standalone online experience

Highlight
Sense of welcome
Surprise and newness

Highlight
Amazing exhibits and programs
Sense of wonder
"I didn't know that!"
Stunning view
Fun suspicion: "Are they tricking me?"
Alcohol (for local adults at evening events)

Highlight
The recap, "That was cool"

Pain Point
No awareness
Too many other options

Pain Point
Parking Confusion

Pain Point
Too long of a wait
Too many people
Can't get inside
How can I find my friends?

Pain Point
Too much to deal with
Crowded, too loud
Low blood sugar
What do I do first?

Pain Point
Post-visit burnout
No attempt to keep visitors connected
Weather and cold
No obvious place to relax and refuel

Pain Point
"I wish I had known."
(Free day, closed, etc.)

- Co-marketing with businesses and educational institutions
- Tailored outing plans
- Educational campaigns

- Clear indication of learning resources vs marketing on website
- Multi-touchpoint exhibits start with web or mobile interaction and continue through post-visit experience

- Clear wayfinding signage outside, as well as inside the building

- Mobile app for purchasing tickets and learning about real time events
- Expedited entrance for members and those who purchase tickets via app
- Explainers or mobile exhibits in line

- Welcome packet
- Hospitality
- Simple entry & orienteering
- Gifting opportunities through the store

- Tailored Explainers for language, age, etc
- Areas to rest with a view
- Clear meeting landmarks

- Artifacts of tinkering and interacting with exhibits (photos, etc)
- Multi-touhpoint exhibits include physical and digital interactions that extend pre and post-visit

- "Leave your mark" (digital and physical opportunities for visitors to share and comment)
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inquiry   insight   intent

Exploratorium Visitor Experience Map

Where do you support the paths of different visitors?

Exploratorium Visitor Experience Map
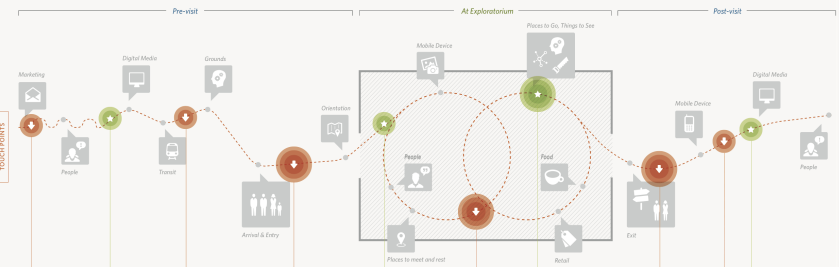
What opportunities exist to impact the experience at scale?

1. Experience Mapping
2. Understanding needs
3. Refining Insights
4. Defining Requirements
5. Specifying Design Intent

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expl(O)ratorium
map by adaptive path

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TOUCH POINTS

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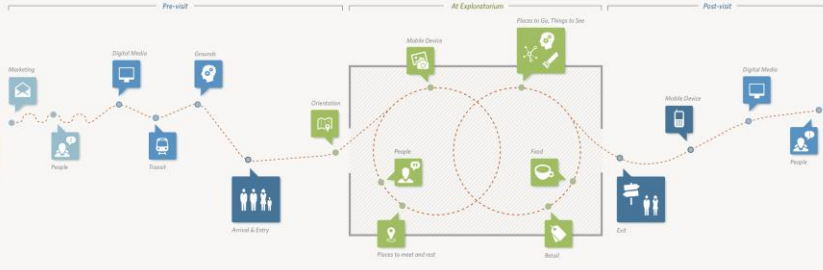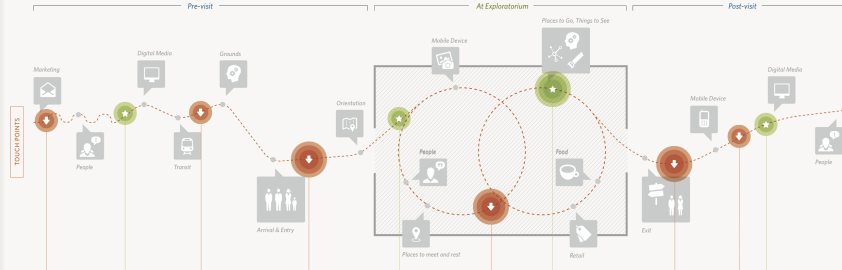
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GET THE IDEA	PLAN THE DAY	GET INSIDE	DO THE MUSEUM	WHAT'S NEXT	RETURN TO LIFE

Highlight Standalone online experience

Highlight Sense of welcome. Surprise and newness

Highlight Amazing exhibits and programs. Sense of wonder. "I didn't know that!" Stunning view. Fun suspicion: "Are they tricking me?" Alcohol (for local adults at evening events)

Highlight The recap, "That was cool"

Pain Point No awareness. Too many other options

Pain Point Parking Confusion

Pain Point Too long of a wait. Too many people. Can't get inside. How can I find my friends?

Pain Point Too much to deal with. Crowded, too loud. Low blood sugar. What do I do first?

Pain Point Post-visit burnout. No attempt to keep visitors connected. Weather and cold. No obvious place to relax and refuel

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01: Opportunity Scanning
Scanning for project triggers and associated drivers. Scenario Building

02: Project Framing
identifying project insights + project criteria

03: Concept Generation
creative exploration of design factors

Design Development
testing + evaluation of refined proposal

04: Proposal Specification
definition of product interaction + production

week 1 — design issues inquiry

week 2 — project scenario

week 3 — Interim review / Personal Project Interpretation / Project Specification

week 4 — concept proposal development

week 5

week 6 — formative submission studio (tableau) wk 6

week 7 — iteration 1

week 8 — iteration 2

week 9 — iteration 3

week 10 — design proposal evaluation

week 11 — product proposal specification

Proposal Rationale / Deployment Specification

Practical Process

'intuitive splash down'

'structure research findings'
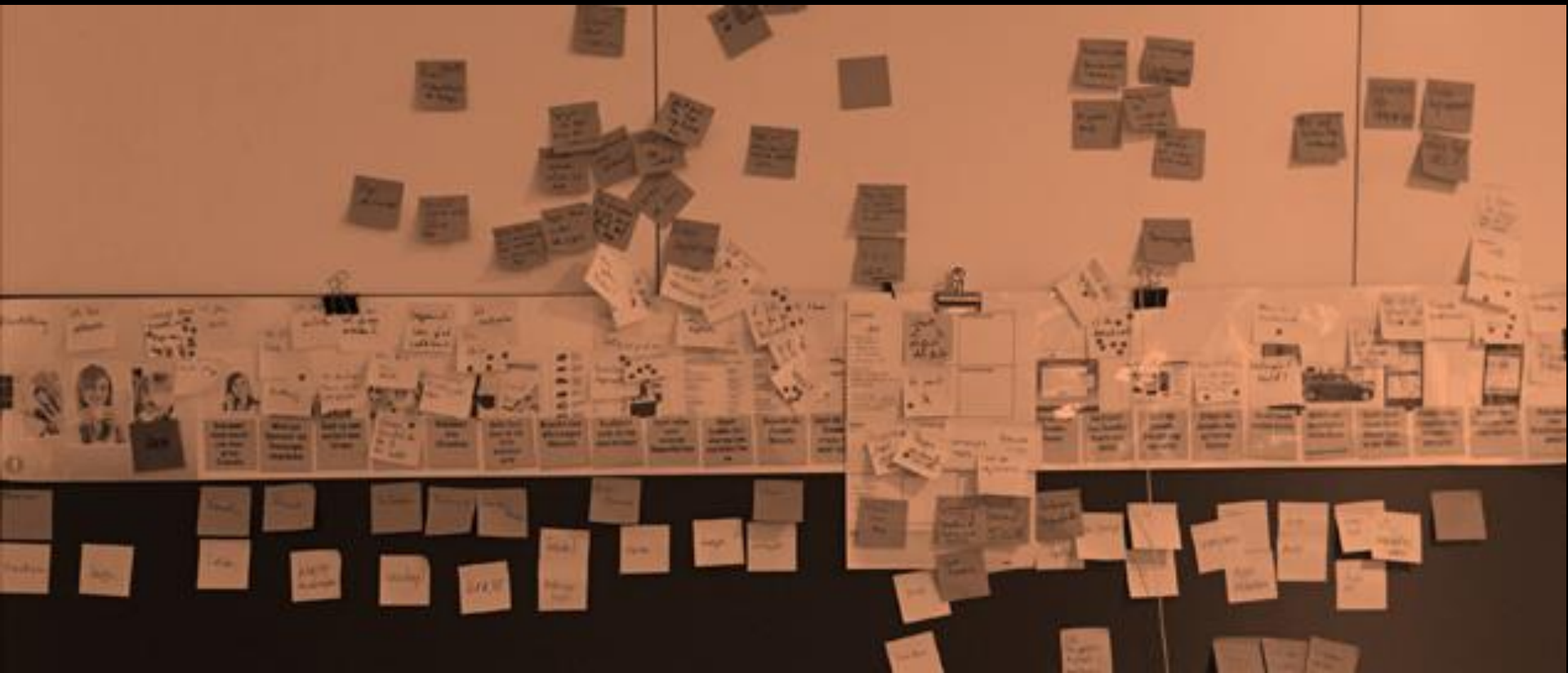
'iterate analysis add detail'

'deep dive with users'

'publish & deploy'

10 criteria

- for building an effective and usable **user experience map**

1. Represent your user's …
… *perspective*

The user experience map needs to represent the interactions as your user experiences it. It often includes interactions that happen outside of your control – with secondary and tertiary stakeholders.

2. Use **primary research** and corroborate with **secondary research**

Do not use only your intuition and secondary research to build these – that just makes a process flow

Depending on the scope, the user experience map process can involve interviews or ethnographies, possibly combined with surveys. Some projects bring in users and build them interactively with design team staff.

Ethnographies can create a very powerful experience, although the small sample size can create bias. Better to do the research first then bring in your users to build the detail to your map.

3. Represent **user experience segments**.

Your different segments typically have very different user experiences – each segment becomes a focus for detailed research, extracting insights and developing an understanding of user needs and related design requirements

3. cont. Analyse the **user experience segments**

*Break these segments into **phases**. In a longer experience, users are accomplishing different things at different times. For example, early interactions phases typically involve trying to figure out where to go, what needs to be done. Whereas later phases are more defined and purposeful.*

By understanding the user's mindset at each phase, you can begin to identify how the user experience needs to be re-designed around their relevant needs.

*Bring in user **verbatims**. While not strictly required, **verbatims** bring the user Experience map to life 'user interviews*

Include users and Non-users. A user experience map should always include non-users, as they may follow a different path to make a decision.

 Use the empathy map methodology to develop the analysis of segment

Keep looking sideways and maintain the flow of the user experience map.

What does she **think & feel**? (preoccupations)

- What is important to her?
- What are her dreams?
- What are her unspoken desires?
- Emotionally, what moves her?
- What keeps her up at night?

What does she **hear**? (influences)

- What do her friends say?
- Significant others? Spouse?
- Who really influences her? How?
- Which media channels are influential? Books, mags, tv?
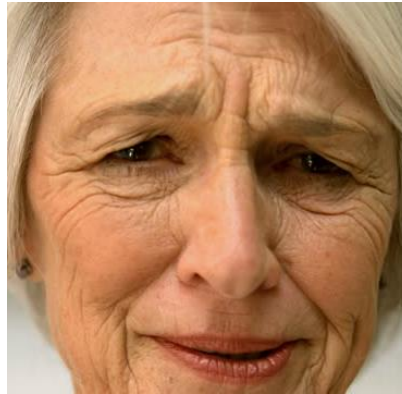
What does she **see**? (environment)

- What does it look like?
- Who surrounds her?
- Who are her friends?
- What type of offers exposed to?
- What problems does she encounter?

- What is her attitude?
- What image does she portray?
- What conflicts between what's being said & what she really feels or thinks?

What does she **say & do**?

Pain (fears, frustrations, obstacles)

- What is the client's pain?
- What are her biggest frustrations?
- What obstacles hold her back?
- Which risks might she fear taking?
- What boundaries need to be set?

- What does the client gain?
- What does she want to achieve?
- How does she measure success?
- What strategies & shortcuts might help her get to her goals?

Gain (wants, needs, measures of success)
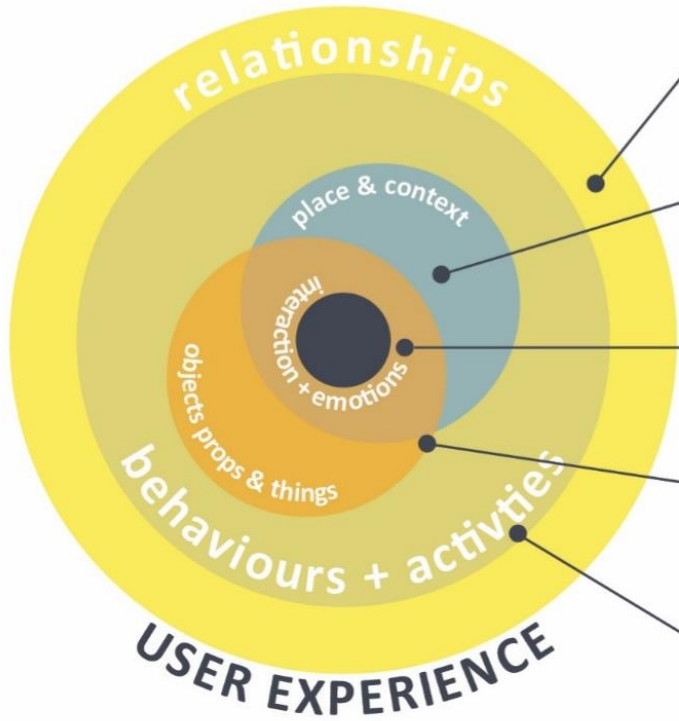
'relationships'

'place-context'

'experience-emotions'

'objects-props-things'

'behaviours-activities'

4. Include user **goals**

A great user experience map shows your user's goals at each stage of the process. Goals can change as the process unfolds.

5. Focus on **emotions**

Emotions are critical to any experience, whether B2B or B2C, and a great user experience map communicates these emotions.

6. Represent **touch points**

The user experience map is often built to communicate the order and type of touch points – including those not in your control.

Place / Context

Objects / Props

Relationships

Behaviours / Interactions

7. Highlight **moments of truth**

Some interactions have more impact than others. Great experience maps separate those *critical moments* of truth from the rest. For example, when visiting a hospital, a bad check-in taints the rest of the patient experience.

8. **Measure + Prioritise** the users expectations, desires and needs against what actually happens

The variance between what the user needs and what actually happens is the 'design space' which your design process needs to redefine to resolve this variance.

9. Include **time + engagement**

Experience length provides important context. Does the typical interaction last 30 seconds or 10 minutes? Did the users spend 20 minutes or 40 hours deciding how to undertake a task or overcame a problem?

10. Develop the **publication** of user map

Cotinine t0 refine the content and also the presentation of that content.

Note:

Actively use the concluded user experience map as a **navigation aide** when developing, refining & evaluating your design thinking

- **authoring the design brief**
- **undertaking concept proposal generation**
- **directing the design proposal development**
- **specifying the product proposition**

These 10 criteria will help to ensure you have a rich user experience map that can serve as the foundation for your understanding of the users experience and identifying relevant design criteria + design intent

These 'elements' and related 'touchpoints' of the user experience represent the 'design space' which shall be the focus of your project activity

As the designer you re-define the 'touch points' in order to 'reprogramme' the 'elements' of the user experience'
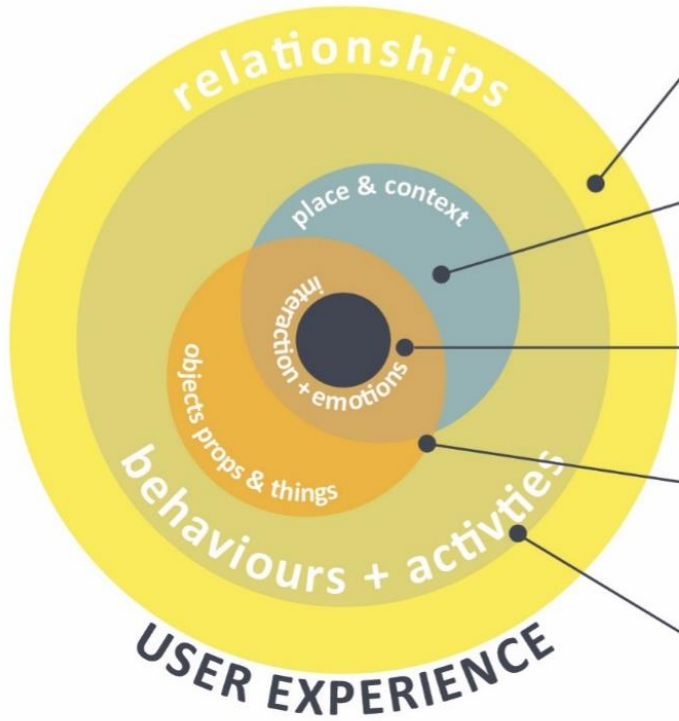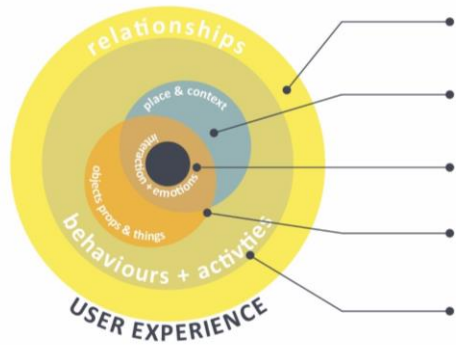
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'touch-points'

're-programming'

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relationships

place & context

action + emotions

objects props & things

behaviours + activities

USER EXPERIENCE

Exploratorium Visitor Experience Map
Where do you support the paths of different visitors?

Exploratorium Visitor Experience Map
What opportunities exist to impact the experience at scale?
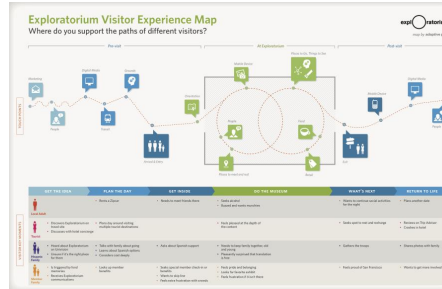
Design Space

Design Intent

Design Brief

IDEO Method Cards

user centred design research process

01: Project Scanning	02: Project Framing	03: Concept Generation / Proposal Development	04: Product Specification
Scanning for project triggers and asscoiated drivers. Scenario Building	identifyng project insights + project criteria	creative exploration of design factors / testing + evaluation of refined proposal	definition of product interaction + production

scoping for focus	scanning user behaviours	prototyping user interactions	evaluation of proposals
Define and find the best types of people to study. Verify that the 'people' meet the criteria of the brief.	Uses a trained eye to probe, ask questions and observe small details and nuances. Makes observations of what's taking place.	Leads the analysis by grounding fieldwork in research training and outside experience. Transform observations and data into a coherent and compelling story.	Tells the story in a way that helps people embrace recommendations and create a shared vision. Creates a visual narrative to accelerate knowledge transfer and buy-in within an organization.

'relationships'
'place-context'
'experience-emotions'
'objects-props-things'
'behaviours-activities'

User Experience Map:

Mapping the user's journey through the context

BENEFITS	INPUT	OUTPUT WHEN TO USE
• Focuses on experience • Reveals relationships • Structures existing knowledge • Visualizes information	• List of all user activities happening in the context of study	• Visualization of activity clusters over time representing the journey users go through in particular process/experience • Pain-points, insights, and opportunities along tile user's journey

WHAT IT DOES

The User Experience Map is a flow map that tracks users' steps through an entire experience. This method breaks down users' journey into component parts to gain insights into problems that may be present or opportunities for innovations. Activities users perform (rinse, mix, heat, serve) are shown as nodes in this map. These activities are also shown in groups as higher-level activities (preparation, cooking, finishing). Problems and insights are called out on this map to highlight areas where attention is needed and where opportunities exist.

HOW IT WORKS

STEP 1:
Generate a list of all the activities.
Identify all the specific activities that occur throughout an experience (for example, rinsing, chopping, and disposing for cooking experience).

STEP 2:
Cluster activities.
Cluster related specific activities into higher-level activities (for example, rinsing, chopping, and disposing forming the higher-Level activity precooking).

STEP 3:
Show activity clusters as nodes on a timeline.
Represent high-level activities as nodes and place them on a timeline as a flowchart. List the related specific activities under each of these nodes. Show arrows connecting the nodes to show the flow direction. If needed, include arrows showing feedback loops.

STEP 4:
Call out problems and pain-points.
Identify pain points while activities are happening during the process. Highlight these problems or pain-points as call-outs attached to the appropriate node(s) or arrows.

STEP 5:
Extend the map with extra information.
Extend the journey map with additional layers of information such as video clips of user activities, quotations from user studies commenting on process stages, or layout diagrams showing where activities take place.

STEP 6:
Look for insights.
Study the whole User Journey Map as a team, refer to your research findings, discuss them, and look for insights. For example, an insight might be stated as: 'While rinsing and chopping ingredients during precooking is enjoyable, disposing of waste is universally perceived as unpleasant.'

STEP 7:
Summarize the findings and share them.
Highlight these insights as overlay descriptions on the User Journey Map. Discuss the biggest opportunities for making the user journey compelling and delightful for users?