

Week 1

User Experience Mapping Workshop

09:00 -10:00 View Lecture

User Experience Mapping – Purpose, Practice, Process

10:00 - 11:00 Establish Segments

Phases / Passages / Moments – consider *before and after* segments

11:00 – 12:00 Illustrate Experience Elements

Emotions / Reactions / Frustrations / Motivations / Expectations

12:00 – 13:00 Analyse Experience Touchpoints

Places / Objects / Interactions / Activities / Behaviours / Time



11:00 – 13:00 Empathy Map Analysis

Prepare an Empathy Map / Analysis for each **Segment**

13: 00 – 15:00 Iteration

Review - Refine - Publish

15:00 – 17:00 User Centred Evaluation

You shall need to digitise your user experience map

– regardless of the point development at this time

17:15 – Upload Maps Shared Presentations