

# CREATING AN EXPERIENCE MAP

A series of five colored dots (yellow, pink, teal, purple, and orange) arranged in a loose, scattered pattern around the text.

4A



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Creating an experience map for a persona is an exercise in imagining the desired experience in context, in order to identify the key stages and moments characterizing the use of the device at the heart of the process. The tool also enables the pinpointing of potentially problematic features, or areas where specific interventions could be made to enhance the overall mediation experience.

Think about how the experience will unfold within the full mediation process, by describing 8 to 12 of its key stages, as well as bearing in mind the setting in which the experience will take place and the possible interactions with other participants or stakeholders who may be there.

- To begin with, frame the experience you wish to evaluate within a time period starting slightly before and ending slightly after the action under consideration. This will enable you to situate the experience within a “typical” visit, as well as think about the motivations behind your audience’s choice of the proposed experience.

- At each stage, jot down your thoughts, especially in respect to any possible difficulties or opportunities that visitors might encounter. Think about the features of the major stages of the experience you are proposing so that you can share its core features.

- Describing the experience involves three levels: (1) the action, consisting of a description of the particular stage; (2) your audience’s interaction with the features of the setting; and (3) the audience’s subjective experience, i.e., what they feel and what they learn.



## Step 4 – Formalization | 4A. Creating an experience map







