CREATING AN

EXPERIENCE

MAP

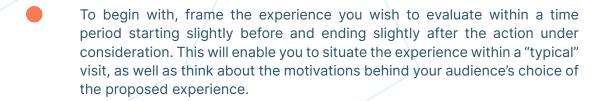




CREATING AN EXPERIENCE MAP

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.



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

Title of the experience				
Persona(s)				
1 TITLE OF THE STAGE	2 TITLE OF THE STAGE	;	3 TITLE OF THE STAGE	
Action	Action		Action	
Interactions	Interactions		Interactions	
Subjective experience	Subjective experience		Subjective experience	



4 TITLE OF THE STAGE	5 TITLE OF THE STAGE	6 TITLE OF THE STAGE	
Action	Action	Action	
Interactions	Interactions	Interactions	
Subjective experience	Subjective experience	Subjective experience	



7 TITLE OF THE STAGE	8 TITLE OF THE STAGE	9 TITLE OF THE STAGE
Action	Action	Action
Interactions	Interactions	Interactions
Subjective experience	Subjective experience	Subjective experience



10 TITLE OF THE STAGE	11 TITLE OF THE STAGE	12 TITLE OF THE STAGE	
Action	Action	Action	
Interactions	Interactions	Interactions	
Subjective experience	Subjective experience	Subjective experience	