Visualizing your customer's experience with an experience journey map

Marcio Leibovitch | UX Masterclass 2013

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Hi everybody, thanks for being there. Can you hear me well?

This talk is about mapping the user experience to help us understand the steps people go through when dealing with a product or a service, the strengths and the weaknesses of this experience and how we can make it better.

WHO'S THIS GUY?

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But before we get started, let me quickly introduce myself.

BRAZIL

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My name is Marcio and I was born in the beautiful city of Rio de Janeiro, Brazil...

ELECTRONIC ENGINEERING

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...where I graduated in... electronic engineering a long time ago. But I never had the chance to work as an electronic engineer. I fell in love with computers and as soon as I finished school I started designing user interfaces in a time where computers looked like these.

1992

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I was already working with what we call today "user experience" but had no idea that it would be called like this one day.

In Brazil I worked for companies like globo.com, the biggest media portal in Brazil, and for Michelin, the tire company, on their websites, intranets and extranets.

CANADA

In 2004 I moved to Montreal, Canada

YU CENTRIK

In 2005 I started working at Yu Centrik, where I've been working as a User Experience Director since then.

- Since 2003

- User Experience, Product and Service Design

- Multidisciplinary experts

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Yu Centrik was created in 2003, we celebrated our 10th anniversary this summer.

We are a multidisciplinary team committed to creating user experiences for people and with people, by integrating psychology, human factors and technology. We help our clients define, shape and improve their products and services.

UX|alliance
The global network for
user experience

User research and international usability testings

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We are the proud Canadian member of the UX alliance – our global
network of user research companies, that brings to you the UX
Masterclass.

WHAT IS AN EXPERIENCE MAP?

Let's start by defining what an experience map is.

A visual representation of the **COMPLETE** user experience

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Basically it's a visual representation of the complete user experience. It shows the highs and lows, the strengths and the weaknesses of the experience and how people feel while interacting with the products and services your company offers.

And when you show this you're really telling the story of the experience.

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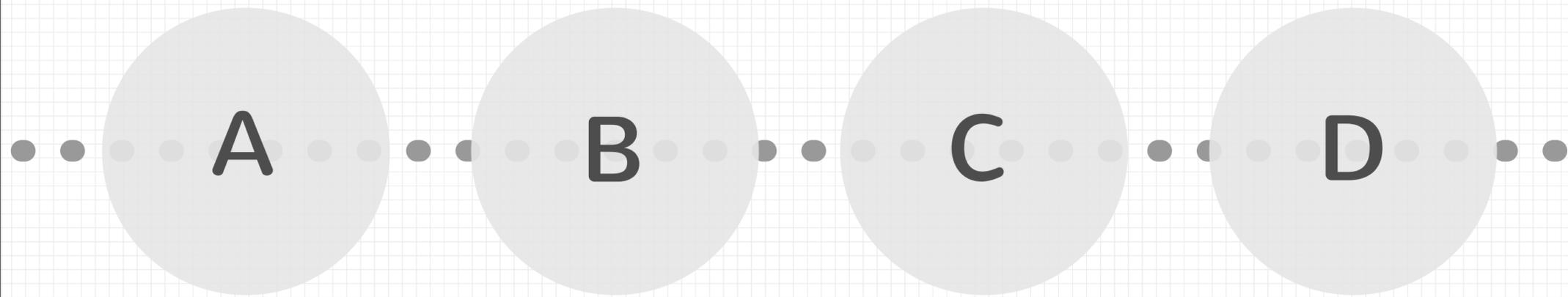
It shows the points of interaction one makes with a product or service – we call these touchpoints...

A ..... B C

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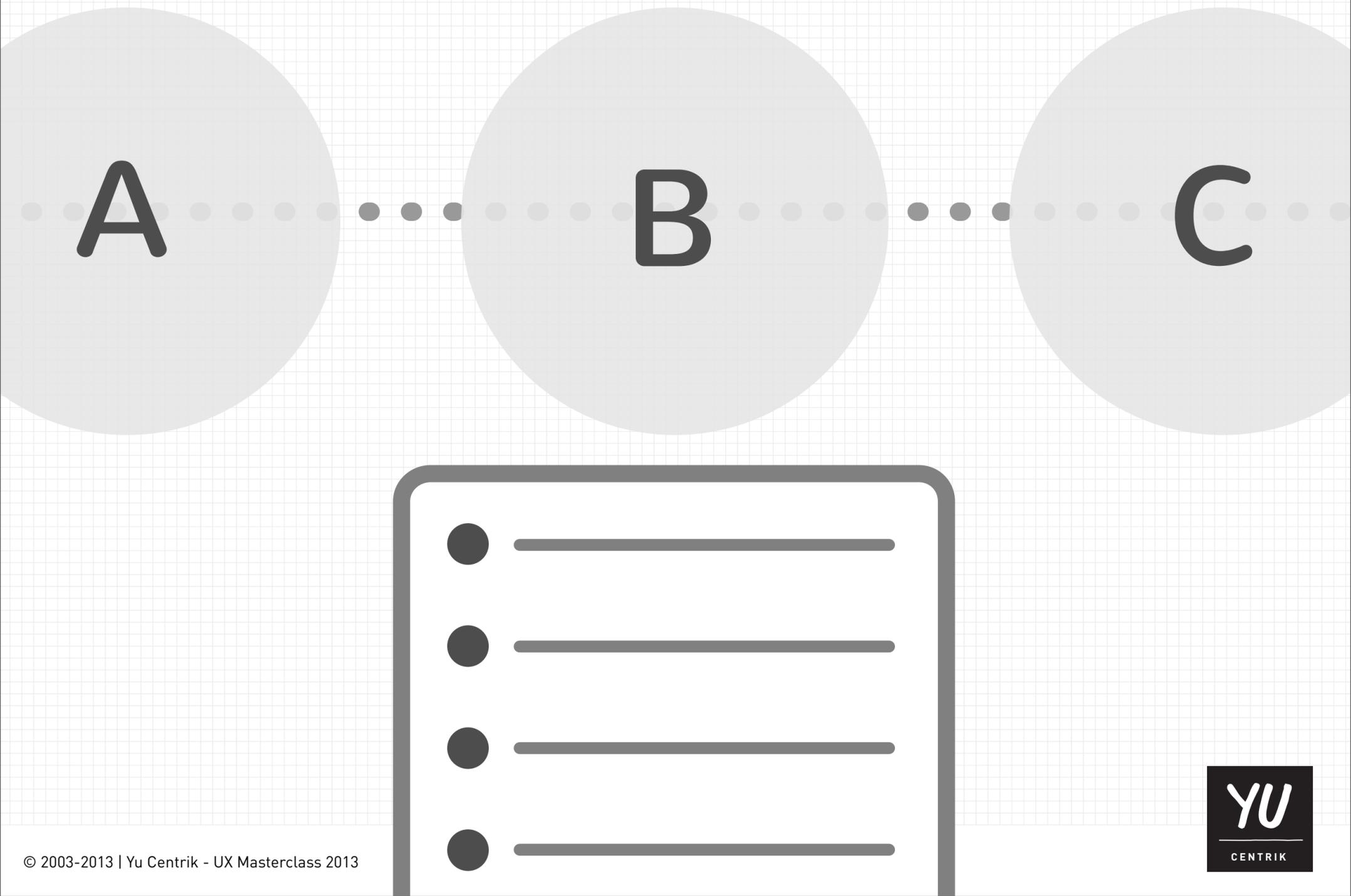
...what happened at these points of interaction...
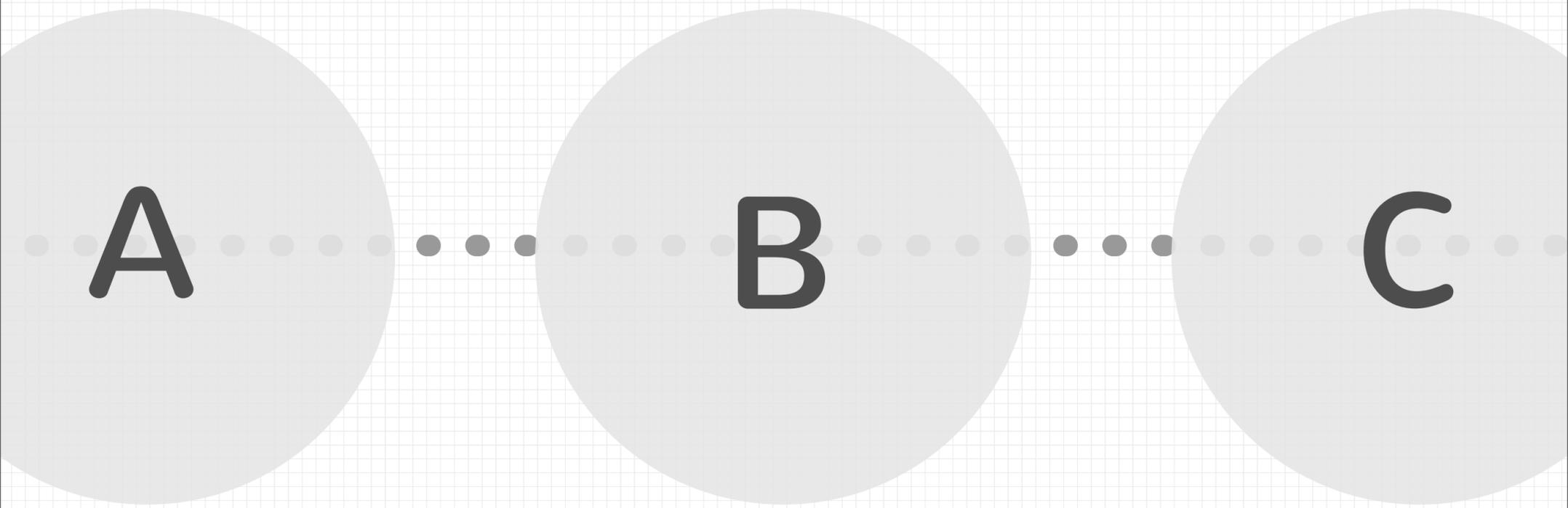
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...what emotions were experienced...

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...what emotions were experienced...

A · · · · · B · · · · · C

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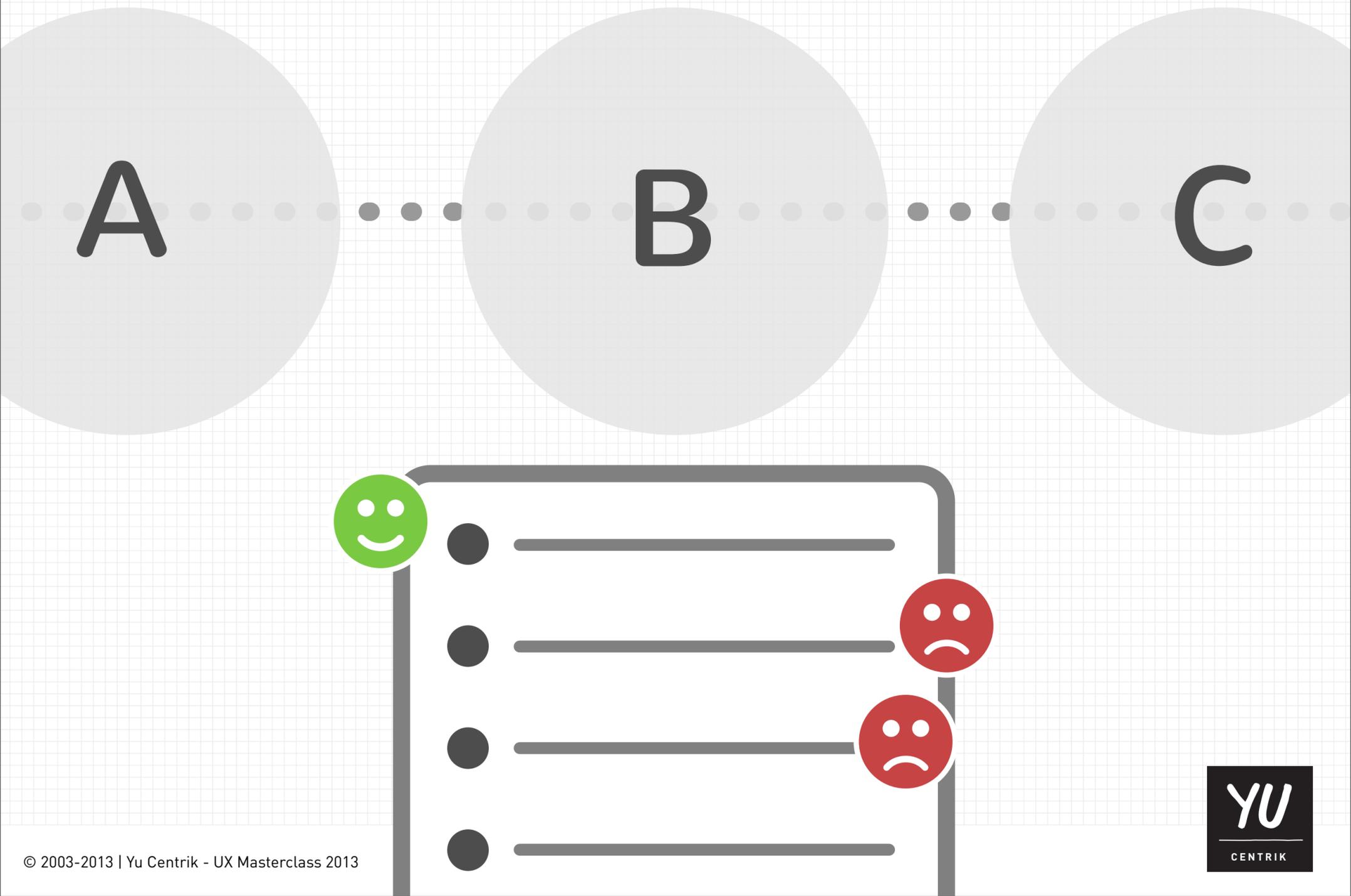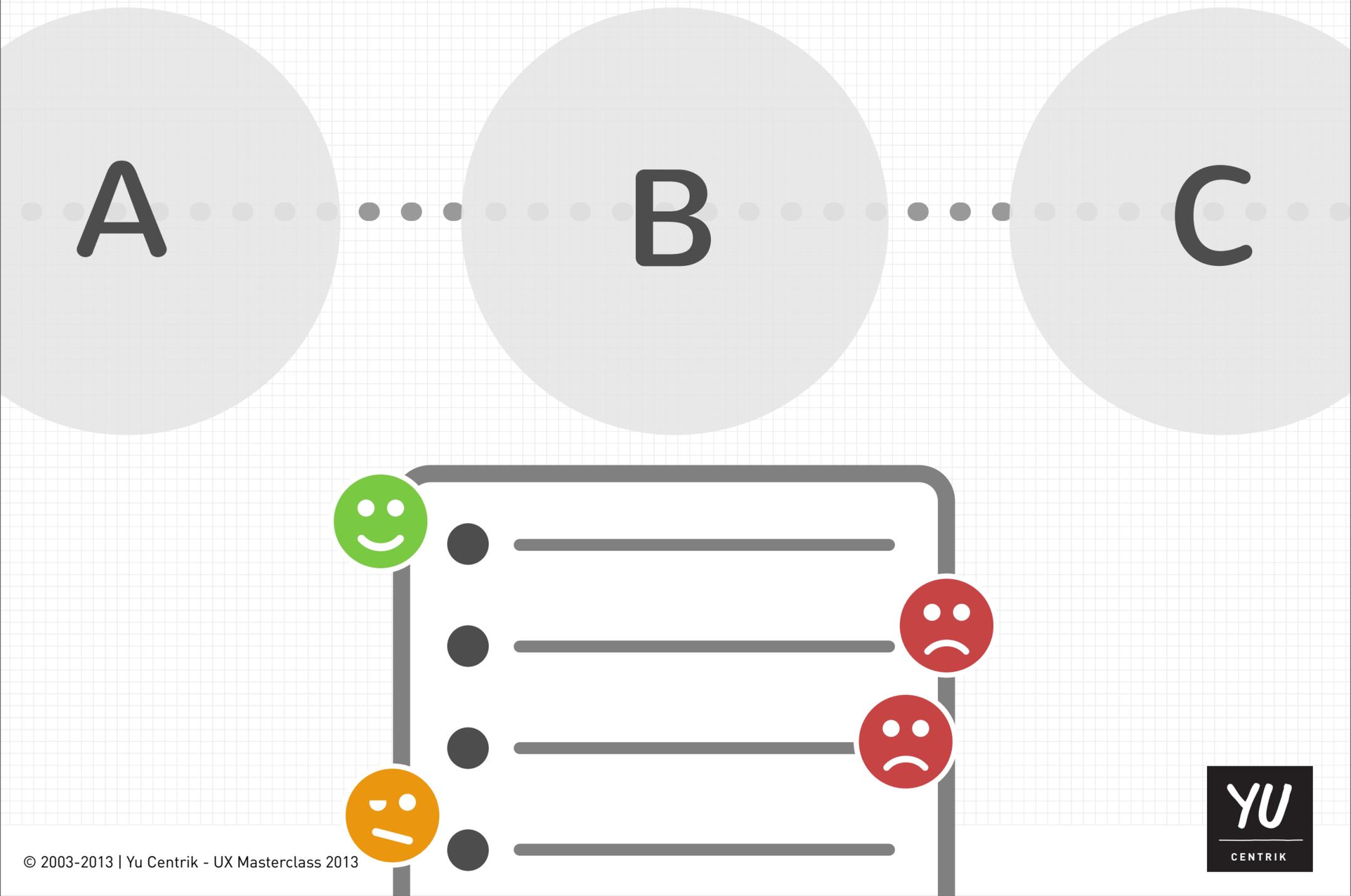
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...what emotions were experienced...
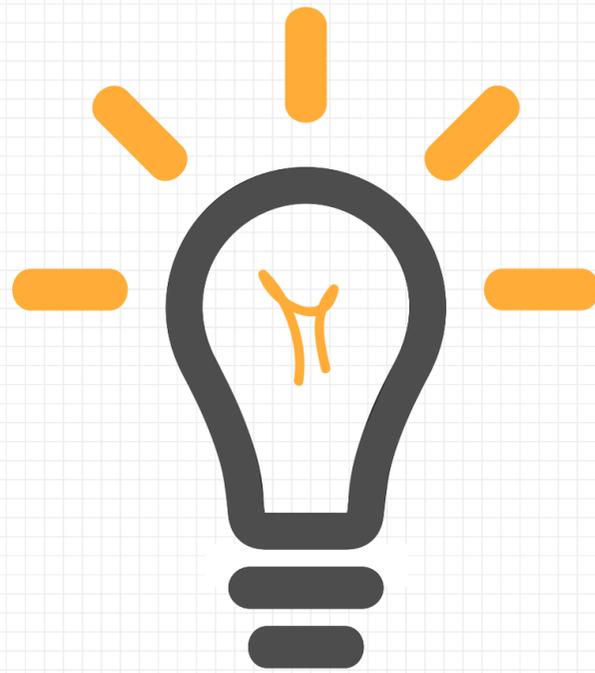
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...and of course – what can be learned...

An experience map is a strategic tool that gives us key insights into the complex customer interactions

An experience map is also known as a customer journey map, although I'm sure there are those that would argue about the subtle differences for hours on end...

So what are some of the common elements of an experience map...?

SOME EXAMPLES

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Rail Europe Experience Map

The experience map represents the whole journey from the moment the need or the desire to use a product or service raises to the moment these needs are accomplished

Designing the Experience - Example WOW

Heathrow express train to Airport
check-in at Paddington train station
receive tickets
book tickets
Contact travel dept.

expedited security & passport checks for frequent flyers
waiting to board plane in comfortable lounge

BEFORE

hotel reconfirm flights back
get to LEGO fresh
driver checks into hotel for me
met by driver
business lounge for shower
customs fast track
luggage collection
passport & immigration fast track
short walk in airport

AFTER

name of the experience:
Flight to NYC
Who?

Description:
Richard is a tall, senior executive travelling as part of work

DURING

board plane
safety procedures
take off
seating - wide comfy seats
sleep in fold-out beds
read/work in quiet with internet connection
watch a movie
choice of mealtimes
sleep in fold-out beds
disembark - reserve seat for return flight

Use the Experience Icons:

How can this be a positive experience?

Make or break moment - what can we do to make sure consumers come back time and time again

Where do we need data to help deliver the experience?

There's no single best visual representation, but some key components are common and must be present to give us the insights we need.

YOUR WAYS TO SAVE: experience map

PHASES

INITIAL CONTACT	DATA CAPTURE	YOUR HABITS	YOUR WAYS TO SAVE	SWITCH SALE	POST-SALE

Minutes 1 2 3 4 5 6 7 8 9 10 11 12 13 14

ACTIVITIES / INTERACTIONS

FREE GUIDE TO SAVING ENERGY... A PERSONALISED ANALYSIS OF WAYS YOU CAN SAVE...

Must convey
- Free analysis of energy consumption habits, with tailored ways to save money and be green
- Free print guide to saving energy
- Opportunity to switch to a cheaper energy supplier
- No commitment to switch
- You get to play with this funky iPad thing

LET ME JUST COLLECT A FEW DETAILS ABOUT YOU

Salesperson captures following data via iPad
- Lorem ipsum dolor sit amet
- Consectetur adipiscing
- Elit Integer sit amet ante vitae dui
- Ultrices liquam vel ligula orci
- Pellentesque varius nisl sed sapien
- Condimentum facilisa
- Vivamus ornare, sem sit amet
- Incidunt, mi quam porta ante
- Non euismod dolor ante a enim.

HERE'S THE IPAD. YOUR TURN TO PLAY.

Capture all appliances customer has
(Stick the washing machine, etc, to the pinboard)

Capture existing customer routines and habits
(Complete your typical diary for the week)

Capture basic personality traits of customer

AND WE'RE DONE!

SO HERE'S YOUR PERSONALISED RECOMMENDATIONS FOR WAYS TO SAVE

Your ways to save energy

- Displays tailored set of recommendations, presented in a visual format
- Explains how we arrived at this – "You said this, we recommend this".
- Explains clear benefits in using this solution – "You do this, you SAVE this".

IF YOU'RE INTERESTED, I CAN ARRANGE THE SWITCH RIGHT AWAY

Salesperson can:
- Initiate switch via simple onscreen interface
- Arrange a date for the switchover
- Automatically send a confirmation email to the customer

I'M GOING TO WRAP THIS UP AND UPLOAD THE CUSTOMER DETAILS

Salesperson can:
- Add further information gathered in the session, if required
- Email all necessary information to the customer, if not handled in the session
- Easily upload all information captured to a central data repository

CUSTOMER RESPONSE

- Sounds useful
- Worth 10 minutes of my time
- The guide looks good - probably worth it
- Don't have time
- Bloody salespeople
- I have no idea who you are

- These are interesting questions - I don't give enough thought to this stuff
- This is really efficient - not like traditional ways of doing it
- Why do they need all this information - what are they going to do with it?
- This is taking far too long
- I feel intimidated by the questions being asked

- This is a great. This company is forward-thinking and different
- I've never thought about these things before, I'm really learning something here
- I could fiddle with this for ages
- This is very gimmicky
- I'm confused and don't understand how this works

- I'm surprised! There are things here I've never thought of.
- I never understood that - now it makes sense.
- This is the kind of business I want managing my energy
- It's a neat gadget, but this is just a sales pitch and I'm not convinced
- These ideas are complete unrealistic

- This is all surprisingly easy
- I've got a time and date that suits me perfectly
- I feel confident handing my payment details over
- I'm concerned about giving my payment details to this person
- It seems difficult to set this all up

- I'm looking forward to getting this underway
- I'm going to read my Guide to Energy Saving
- I'm worried I've made the wrong decision
- This Guide is pretty crap

UI / SYSTEM ACTIONS

- Highly visual, animated intro screen which should be visible on first interaction with customer
- Ideally visualises a surprising or intriguing piece of information to use as a spark for discussion

- Launch app
- Create/open customer profile
- Store entered data
- Use selections to determine 'Your ways to save'

- Highly visual, tactile interface. The act of completing exercises should be pleasurable and fun, e.g. animation, satisfying movement and sounds, beautiful design
- Store entered data
- Use selections to determine 'Your ways to save'

- Present recommended ways to save based on customer inputs
- Allow basic interactivity, e.g. zoom in on individual recommendations
- Allow instant email of solution to customer, with pre-formatted email (PDF format for printing?)

- Simple, intuitive UI for salesperson
- Initiate switch and view target switchover date
- Deliver sales details to appropriate dept.
- Email confirmation to customer

- Add further information on customer
- Email 'Your solution' and digital copy of guide to customer
- 'Send' captured info to central data repository

FREE PRINT GUIDE TO SAVING ENERGY

A customer-focused, 'everything you need to know' printed guide, with eye-catching visuals.

Must be primarily about practical tips for customers; a genuine how-to guide for consumers. However, the brand should be clearly displayed at all times and subtle calls to action for switching included.

Content should include:
- Tips on suppliers and bills
- Practical ways to stop wasting energy in the home
- Details on grants and discounts for making your home more energy efficient

SALESPEOPLE TO REFLECT SERVICE

It's important that the people delivering this experience reflect the alternative, green nature of the product. The images above represent the salesperson image we would like to represent.

Careful consideration will need to be given to:
- Clothes and general presentation (are suits appropriate?)
- Style of verbal delivery

ALIGNING WITH RESEARCH FINDINGS AND STRATEGY

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SOLVING 'REAL PROBLEMS'

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They are show the path over time and what people were **thinking, doing** and **feeling** throughout the way

Back-up User Journey
Frank

(This is a core user journey based on Frank, but also applies to Fiona, Samuel, Seri and Ian.)

Frank runs his own building company. His work is very demanding and he is busy managing staff and suppliers on several work sites. Despite his busy schedule, Frank also places a high priority on his private life, and works hard to balance both. He is often on the road, and his mobile is crucial for staying on top of jobs and keeping in touch with his wife during the day.

orange

	Aware	Engage		Use				Develop		Exit	
Customer Need	I need access and safe storage for my files.	I need to learn the best and most secure ways to backup my business and personal data.		I can store and access files on my mobile.		I can easily sync and share my files.		I want to know what new files I can store?		I want to be able to take my files to my new device.	
Step	Informed that back-up is available	Find out more	Activate service	Personalise	Use	Manage	Sync	Share	Updates	Service upgrade	Upgrade Device	Transfer
Experience	"My files were being backed-up as soon as I got my phone"	"The staff in the Orange shop explained all my options"			"I can access files when I am out of the office. Its great!"		"My colleagues can access my files"		"Orange tell me about upgrades and let me choose if I want them"		"Orange helped me transfer my backed-up files. I'd definitely consider Orange in the future"	

Scenario

Frank's Ideal Scenario

Recommendation from friend	Advice and Information		Use	Manage	Sync to other devices	Share	Updates & Upgrades	Helping you Pack
Frank hears about the back-up service from a friend who is already on Orange.	Frank was given a range of options on how to back-up and made aware of any costs. Frank personalised the service to suit his needs.		Frank uses the back-up service on his mobile.	Frank manages his backed up files on his mobile.	Frank can sync the files he has backed up to other personal devices.	Frank can share files with friends/family/colleagues.	Frank receives updates on new services available and has the option to upgrade his service.	Frank is given support if he wishes to upgrade his device or switch providers.

Touchpoints

	Aware	Engage			Use				Develop		Exit	
Person	**Word of Mouth** — Customer hears about Orange back-up service through a friend											
Web	**Online Advertising** — Online adverts about back-up	**Online Info** — Customer can view back-up options online	**Activate Online** — Customer selects the back-up service they want and activate it online	**Personalise** — Customer can alter and personalise their back-up settings to suit their needs. There is an online demo and help forum to assist customers		**Manage Online** — Customers can access their backed-up files on the internet and organise.	**Sync online** — Customers can sync their backed-up material to other devices online.	**Share Online** — Customers can share their backed-up materials online.	**Email updates** — Customers receive emails about new back-up services	**Upgrade Service** — Customers can upgrade their back-up service online.	**Upgrade Device** — Customer can upgrade their Orange handset online and have the ability to transfer their backed-up documents	**Leaving Email** — Customers receive email with information for moving to new provider and how their backed-up files can be transferred.
Print	**Leaflet** — Customer gets a leaflet in the box with new phone or is sent leaflet with mobile phone bill - illustration showing how the service works	**Leaflet w/ Bill** — Customer is sent leaflet with mobile phone bill showing the back-up options available							**Ads w/ Bills** — Introduce new back-up services or leaflets sent with phone bill.			**Letter** — Customer receives a letter thanking them for being an Orange customer and are given a USB stick containing all their backed-up documents.
Mobile	**Text Message Ad** — Customer receives text message offer		**Activate on Mobile** — Customers can activate their back-up on their handset	**Personalise** — Back-up can be personalised through mobile web.	**Mobile back-up** — Customers can choose which items on their mobile they wish to back-up.	**Manage on Handset** — Customers can manage their backed-up material through their handset	**Sync on Handset** — Customers can sync backed-up files through their mobile handset.	**Share through Mobile** — Customers can share their backed-up materials through their mobile.	**SMS Updates** — Introduce new services via text message.	**Upgrade** — Customer can upgrade their service through mobile phone		
Shop	**Shop Assistant** — Shop assistant tells customer about back-up services when purchasing a new phone.	**In Store Assistance** — Customer gets advice from Orange staff on back-up options	**Activate in Store** — Customers can activate the back-up service in-store with the help of a shop assistant.	**In Store Assistance** — Customers can get help in store about how to personalise their back-up settings.							**Upgrade Handset** — Customer can upgrade handset instore and transfer their backed-up data.	
Call Centre	**Sales Call** — Proposition discussed during retention calls	**Call Centre Help** — Customer can ask call centre staff about back-up options.									**Upgrade on Phone** — Customer can contact the call centre to upgrade their phone. The customer will receive the information needed to transfer their backed-up data	

| **Products Involved**	SMS (mobile product)	e-shop (web product)	e-ccs (mobile & web product)	Personalisation Services (mobile & web product)	FOX (mobile product)	FOX (mobile & web product)	FOX (mobile & web product)	FOX (mobile & web product)	SMS (mobile product) Orange email (web product)	e-ccs (mobile & web products)	e-shop (web product)	Orange email (web product)
Product Map Reference	1	2	3	4	5	6	7	8	9	10	11	12
Possible Usage Barriers		lack of cost transparency	complex UI	complex UI	complex UI limitation of storage space	complex UI	complex UI	complex UI			poor service integration	

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OUR EXAMPLE

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Experience Map: My Air Canada Vacation in Mexico

So – this is an experience map! We created this one in our office recently... it shows the emotional journey of someone's one week trip to Mexico they took this last winter.

We're going to get into some of the common elements found in experience maps, and see how we went about building this one...

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This is how it looks in our office wall, to give you a better perspective

THE USER STORY

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Before we get into how we design an experience map, let's go through some key concepts.

First, let's talk about the user story – this is what sets the foundation for the experience map

A user story describes the user's experience with a product or service (or both).

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Simply, a user story is a description of someone's interaction with a product... or a service or a website or any system...

The benefits of the user story:

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The user story is very beneficial.

The benefits of the user story:

- Knowing the needs of the user

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It tells about the needs of the user...

The benefits of the user story:

- Knowing the needs of the user

- Knowing the REAL experience

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It tells about the REAL experience they had – versus what is just assumed about it ...

The benefits of the user story:

- Knowing the needs of the user

- Knowing the REAL experience

- Knowing the emotional journey

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It tells about the emotional journey of the user (more on this soon...)...

The benefits of the user story:

- Knowing the needs of the user

- Knowing the REAL experience

- Knowing the emotional journey

- Knowing the touchpoints

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It tells about the touchpoints – where and how people interact with a product...

The benefits of the user story:

- Knowing the pain points

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It tells about the pain points – what went wrong?

The benefits of the user story:

- Knowing the pain points

- Discovering opportunities

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It tells about opportunities for improvement & innovation

The benefits of the user story:

- Knowing the pain points

- Discovering opportunities

- Seeing the big picture

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Perhaps most importantly, it tells about the big picture – getting a holistic view of the whole experience.

TOUCHPOINTS

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Another important concept is the "touchpoints". What are they?
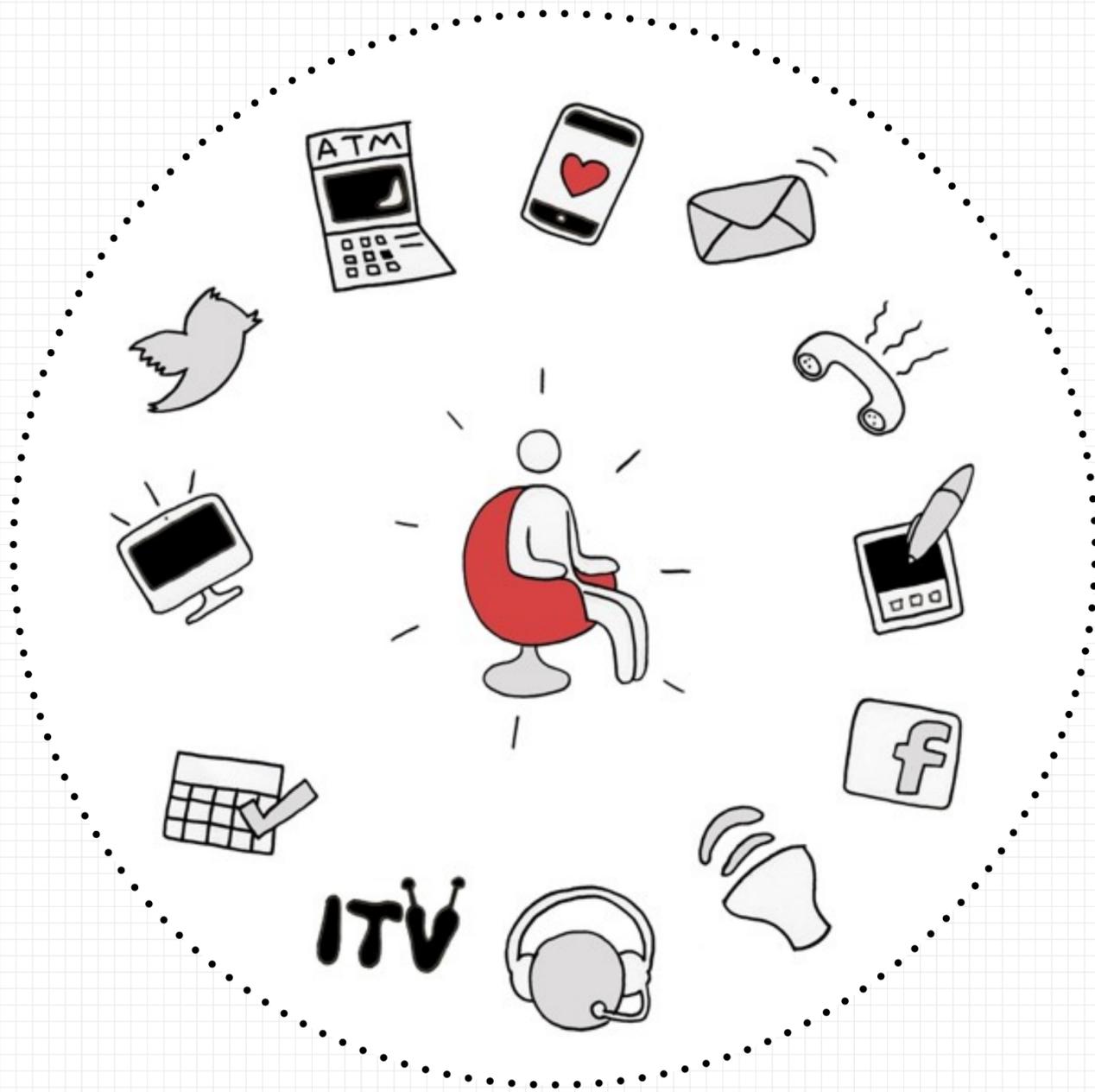
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This is a term for the various methods by which users interact with the product or a service – using a website on their desktop computer, using it on their mobile phone, calling the company for tech support, meeting a sales person in a store... going to a facebook page of the company... etc.

A typical morning with tech...

Tablet

Computer

Cell

xbox

TV

CHECK THE WEATHER

CHECK BUS SCHEDULE

WRITE EMAIL

READ EMAIL

SEND SMS

WATCH THE NEWS

6:00   6:15   6:17   7:00   7:30   8:30
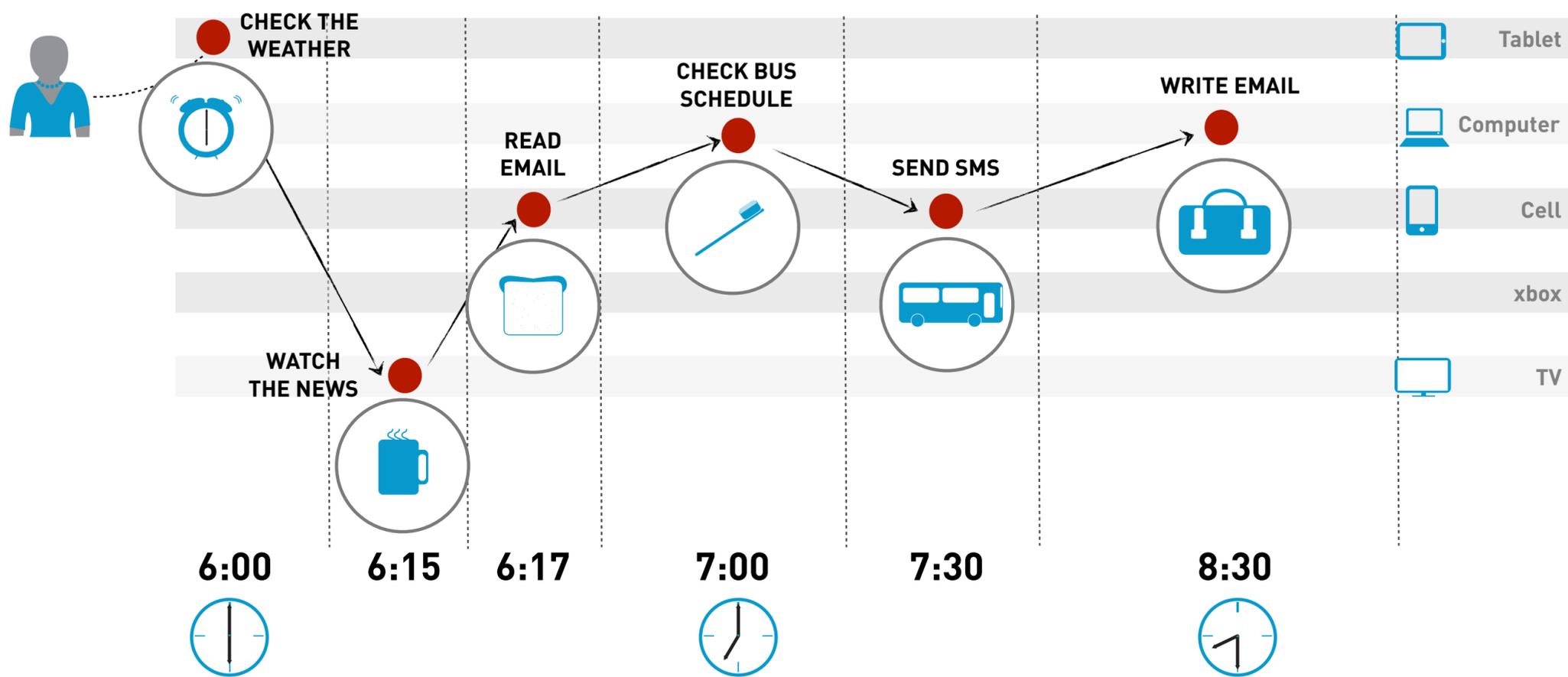
This is a simple example of a map that includes touchpoints – showing someone's morning interactions with technology, from the time they get up at 6AM, to the time they arrive at work.

In this layout, you can see the touchpoints here ... (checking the weather, watching the news)... each one representing an activity where a device was used.

You see what happened, and when – but this doesn't show emotions...

THE EMOTIONAL JOURNEY

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So we talked about the user story and about touchpoints. Let's talk about the emotional journey.

This is a way to learn about how someone experiences a service or a product across the different touchpoints they encounter.

By tracing their steps and getting feedback about their emotions, you can really identify the things that work … and more importantly things that leave negative lasting impressions.

"The Experience"

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We have to remember that we are all human beings and that humans are driven by emotion. The emotions people feel while using a product or service shape the entire experience. And the lasting impressions that we just talked about are all related to the emotions we have.

Paying attention to these emotions can reveal the most effective ways to improve your offering.

We need more information about what happened at each of those touchpoints... we want details – and we want to find out why... It is very important to understand the emotions of your users!
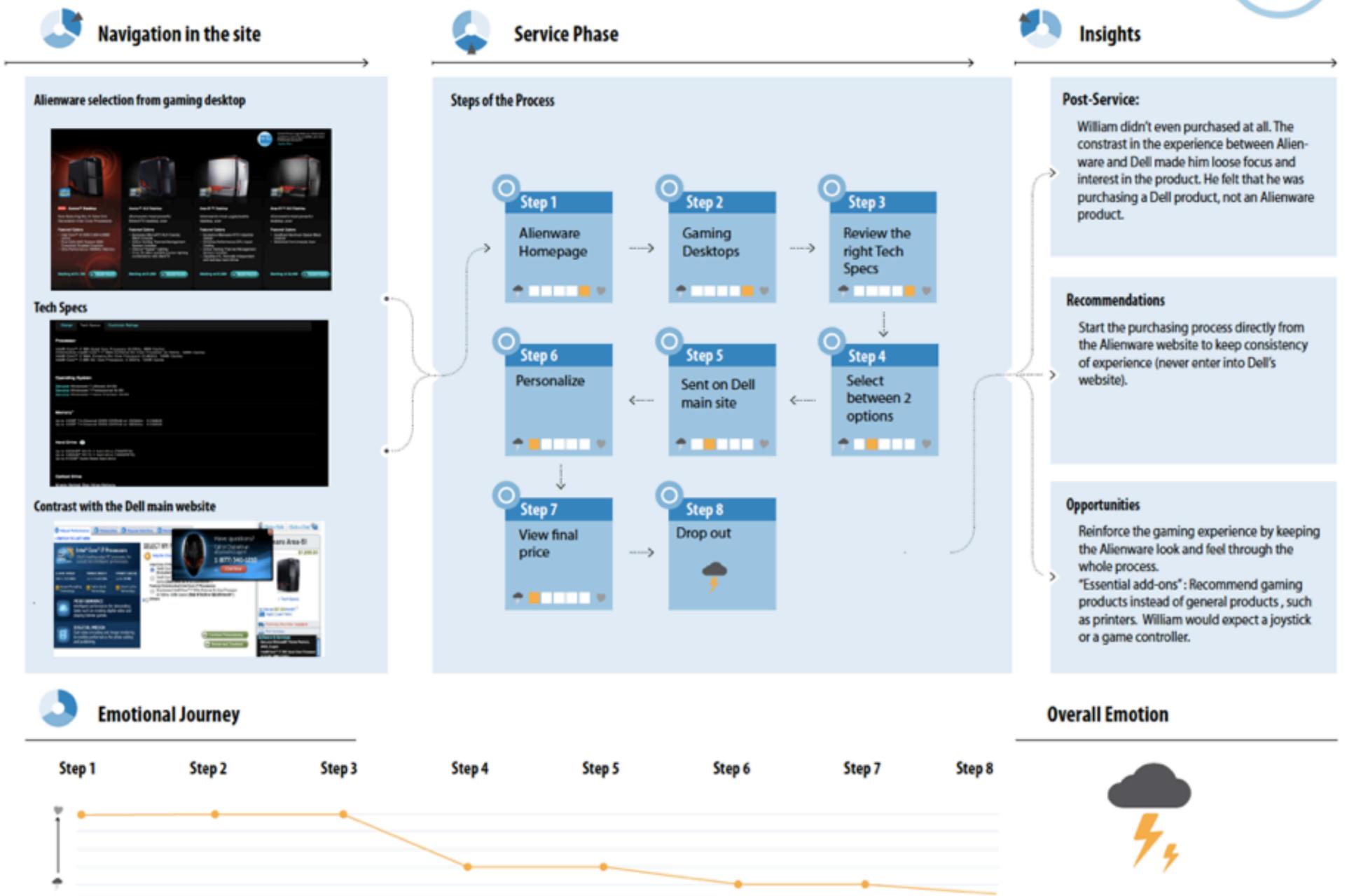
So here's an example of a customer journey .... showing a particular experience of someone buying a gaming computer on DELL's website...

You have some useful elements here... The steps they took...

Step 1

Alienware Homepage

Step 2

Gaming Desktops

Step 3

Review the right Tech Specs

Step 6

Perso— main site

Step 5

Sent on Dell main site

Step 4

Select between 2 options

Step

View final price

Step 8

Drop out
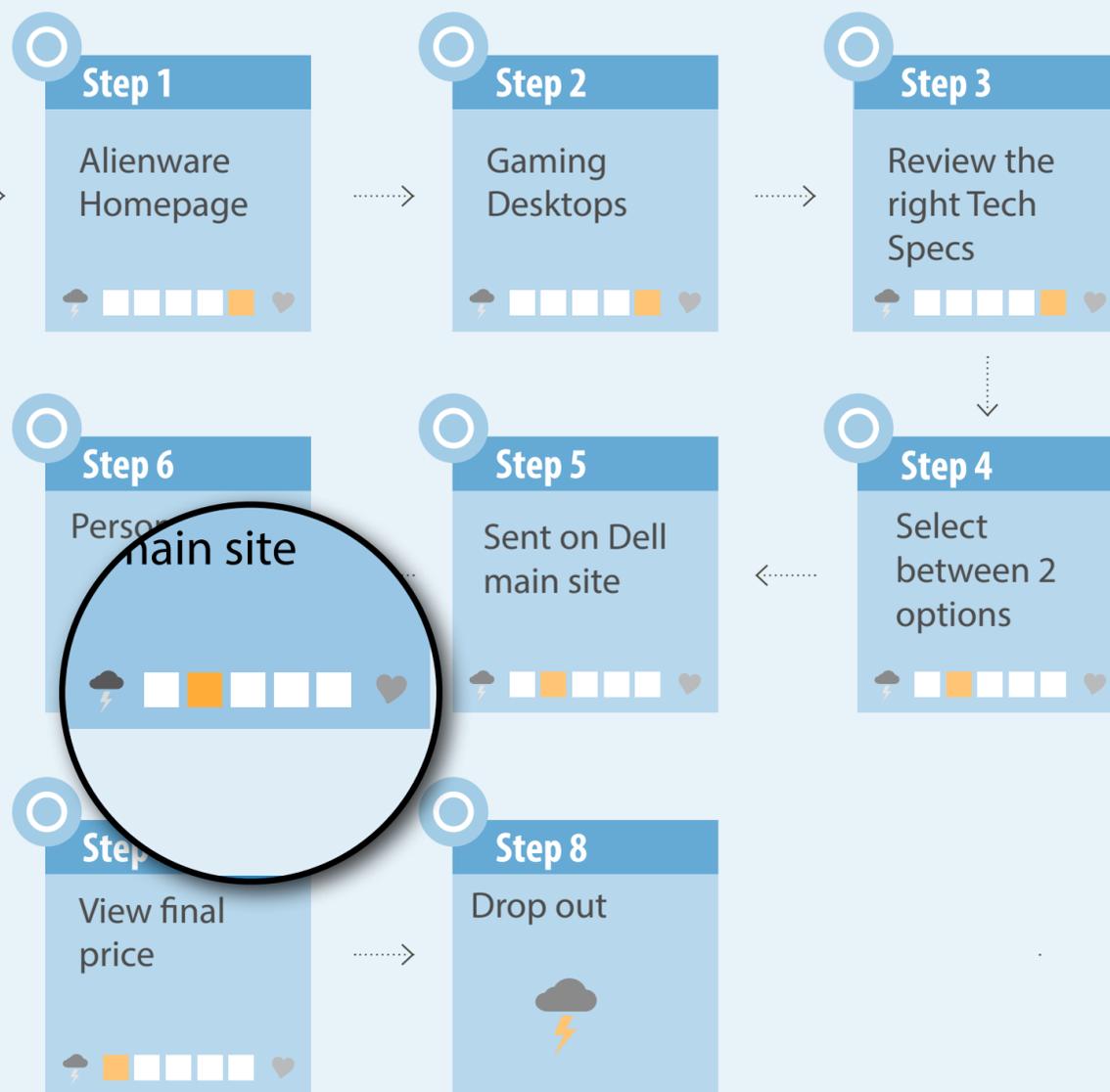
but unlike the previous example, this one shows the emotional journey of the person during the experience...

For each page there is a rating showing whether the person had positive or negative emotions at that respective stage.

You can see the experience starts out positive – the person is excited about buying a new computer – they're on the Alienware site (being a brand owned by DELL)... navigating to gaming desktops, reviewing the technical specs of the various models... but things go downhill when he is redirected to the main Dell website to continue the purchase... he wasn't expecting to go there – he didn't want to buy a DELL computer. From this point onward, the experience was changed significantly enough for him to abandon the purchase – and the overall emotion was a storm cloud with lightning... I.E. "bad".
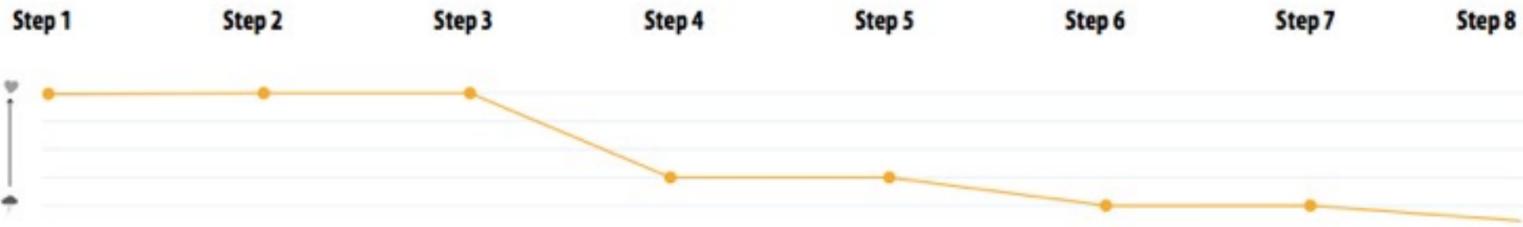
...and through the various steps you can see how things changed...
its pretty clear this ended up being a bad experience...

OPPORTUNITIES

User story, touchpoints, emotional journey. They all lead to opportunities. Once you can see what works and what doesn't work, you can look at how to make improvements...

Opportunities to fix problems
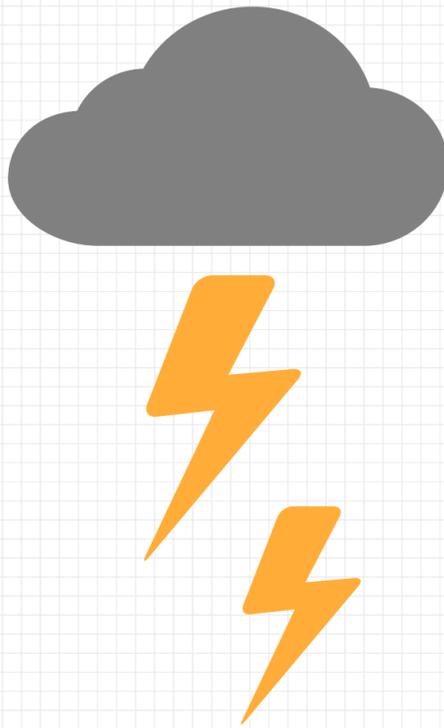
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People usually want to fix things that hurt the overall experience of a product...

When you find that the person or people have had negative experiences at a certain stage you really need to understand why... and ask the right questions...
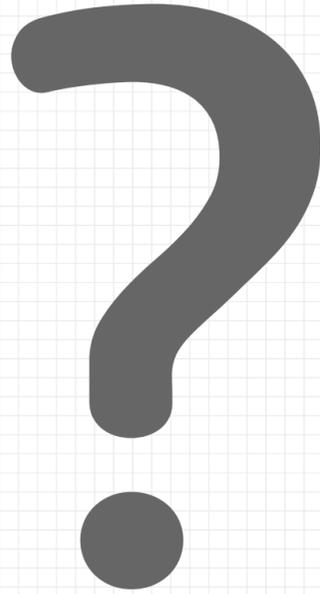
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Look at the behaviour of people this point – what needs do they have that aren't being met? What motivated them to reach this stage and what were they expecting out of it? This is the perfect opportunity to solve problems… the clues are there.

Opportunities for innovation
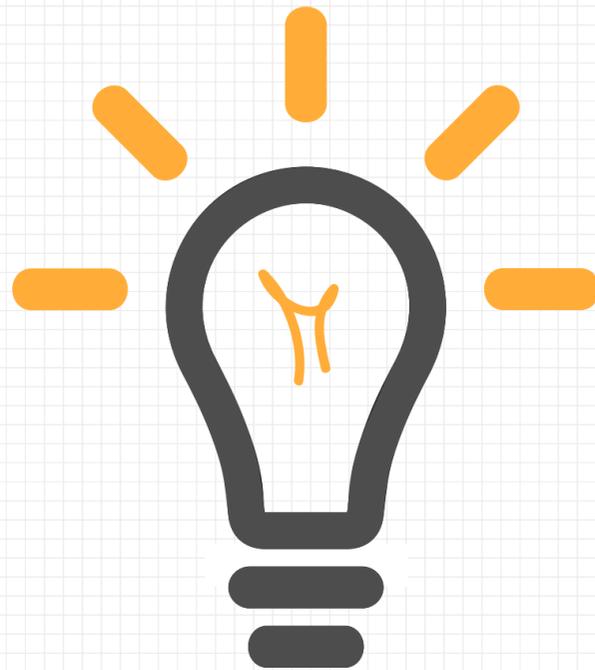
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Insight from customers or people using a service often lead to innovation – someone says "well that was nice – but i wish they had provided this!"

Some valuable knowledge!

EXPECTATIONS &
THE TRAVEL EXPERIENCE

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Our example is based on a travel experience. Modern travel is a great subject to break down and evaluate... people will tell you – "Oh I went on the best trip!" or "I just got back from the biggest waste of time and money ever!".

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Let's take a short detour here to look at an important element of UX:
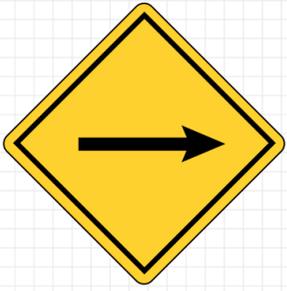
What someone **expects** from a product or service **greatly influences** how they experience it.

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"What someone expects from a product greatly influences how they experience it."

When designing products or services, it's important to make sure what you're trying to create is going to meet (and hopefully exceed) what people expect...

This is no different with travel – people build expectations of their next great vacation on which they're going to spend their hard-earned money.

So where do expectations come from?
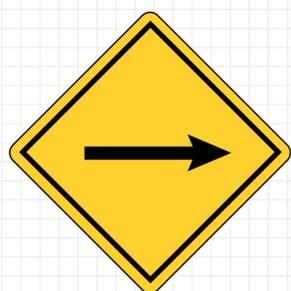
Where do expectations come from?

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Where do expectations come from?

- Prior Experiences

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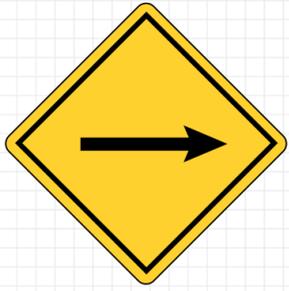
Prior Experiences:
Someone's prior experiences create expectations – So, "the last time" someone does something greatly influences "the next time" they do it. The "last time" I flew I was offered a drink and a meal and a towel and some peanuts… this time I got nothing (an unfortunate reality of modern flying experience).

Where do expectations come from?

- Prior Experiences

- Online Reviews

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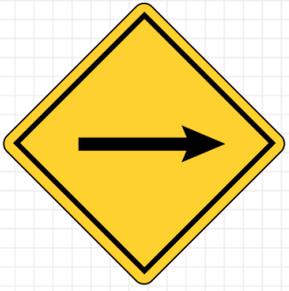
Online Reviews : people researching vacations online – reading trip advisor, Expedia and others
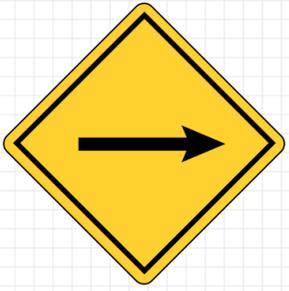
Where do expectations come from?

- Prior Experiences

- Online Reviews

- Personal Recommendations

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Personal Recommendations (and this is a big one) positive or negative reviews from someone you actually know– people in your circle – have a huge impact on decisions you'll make...
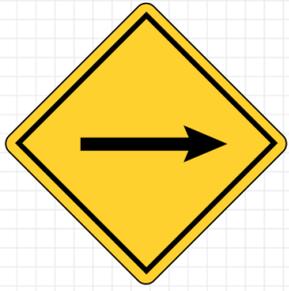
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In-group bias

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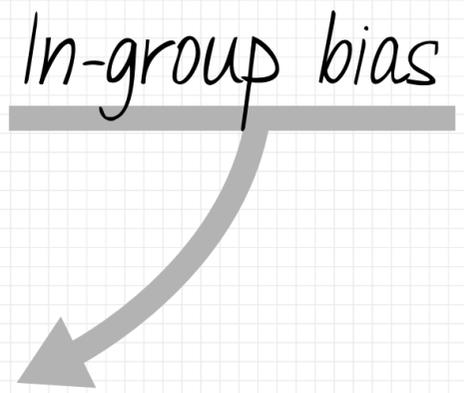
this is known as the In-group bias in case you want to check it out later...

Don't forget we're talking about human psychology here
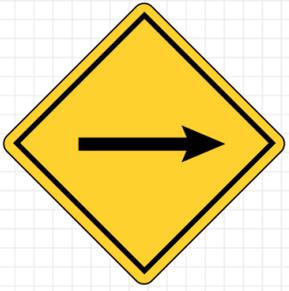
Where do expectations come from?

- Prior Experiences

- Online Reviews

- Personal Recommendations

- Advertising

In-group bias

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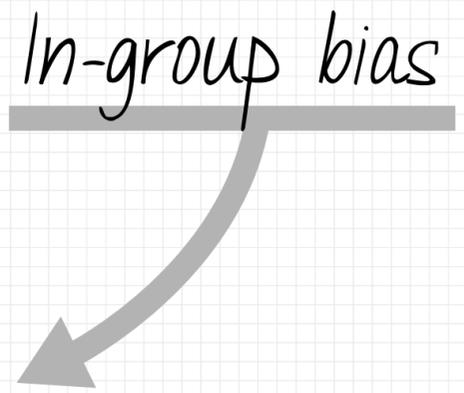
Advertising: If you're showing the beautiful pictures of a resort and ridiculous people enjoying themselves – you're building up expectations of your product, hopefully you can follow through...

All these things build expectations.

Are people's expectations being addressed?

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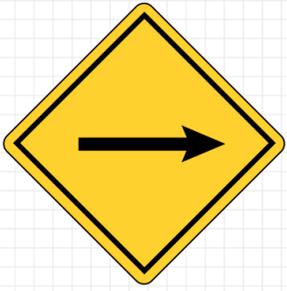
An important question to ask when designing or evaluating a product is:

 "Are people's expectations being addressed?"

Looking back at the Dell computer buying example – the person was expecting to stay on the same website throughout the whole purchasing process and to be sent to another site to make the purchase, and this had a really negative impact – the trust in the site was affected and the person abandoned their purchase.

This all sounds pretty obvious – but think back to your own experiences with travel or otherwise – you've likely run into situations where you thought you should have been given more information or instruction...

CREATING A MAP!

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So lets see how we can put these things together to create an experience map...

Experience Map: My Air Canada Vacation in Mexico

Getting back to our example...
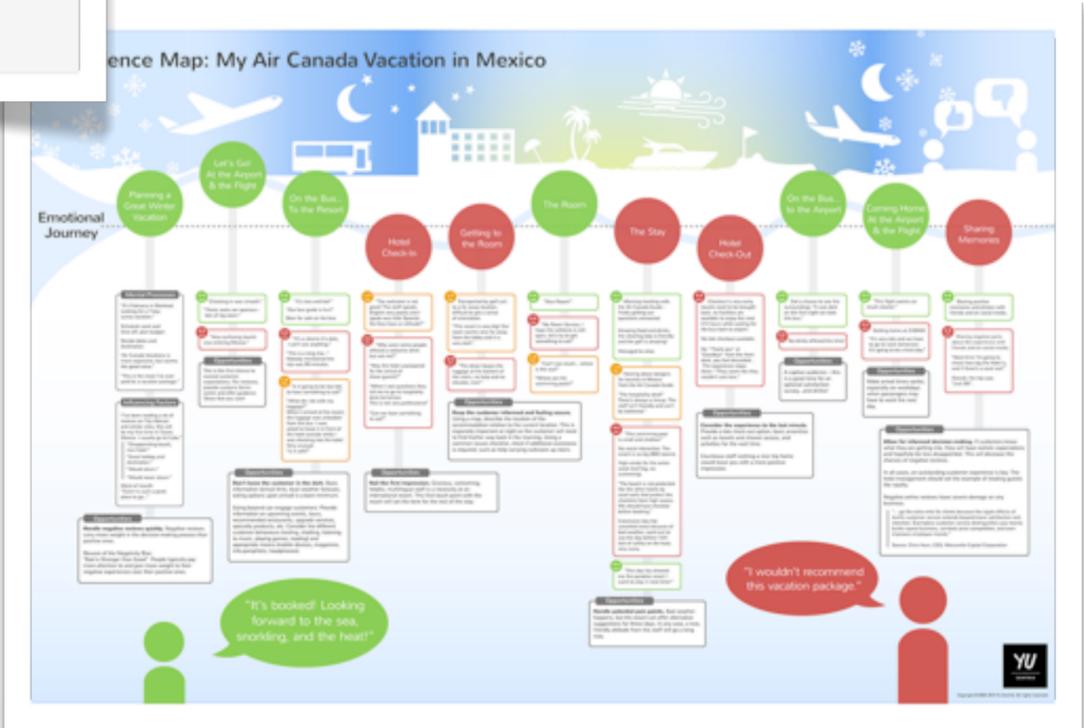
How do we get there?

1. Understand the story

- existing information: stats, logs, surveys
- new information: interviews, surveys with customers, reps, stakeholders - both quantitative and qualitative

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– existing information: stats, logs, surveys
– new information: interviews, surveys with customers, reps, stakeholders – both quantitative and qualitative

As in any user research project, the more information you have the better. Just as an information, in our example, we represented the experience of a single person, which for the purpose of our project was ok, but be aware that you need than that to have a more precise representation of the process.

2. Summarize the story, create the typical journey

understand people's goals, their motivations, what they are doing, thinking and feeling; what they are interacting with and the context - where, when

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3. Make it visual

Do it together with other teams, in a workshop, using post-its. Make sure people can understand the overall process in a glance - what was good, what was bad

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Workshop! Do it together with other teams, make sure people can understand the overall process in a glance – what was good, what was bad

We laid this out on a wall in our office... this is a great way to collaborate with an interview subject and get the best information... much more valuable information than say, getting them to fill out a questionnaire.

It also helps you retain the big picture while working on something like this...

Research   **Trip There**   **The Stay**   **Trip Home**

We identified the main phases of the experience – she went through a research phase, the trip to the destination, the stay, and the trip home.

Let's Go!
At the Airport
& the Flight

On the Bus...
To the Resort

Hotel
Check-In

Getting to
the Room

The Room

The Stay

Hotel
Check-Out

On the Bus...
to the Airport

Coming Home:
At the Airport
& the Flight

Sharing
Memories
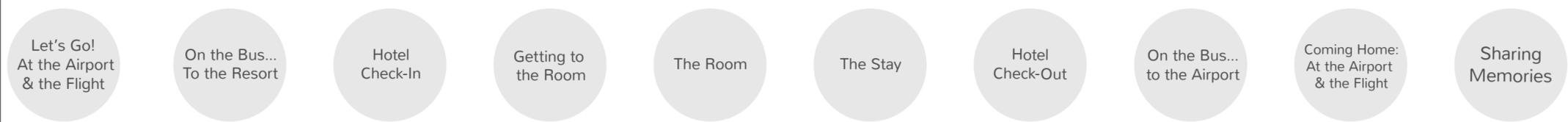
We then expanded these into more specific events, and these became the touchpoints – how she was interacting with Air Canada's website, their staff, the hotel...

On the bus...
To the Resort

"Our bus guide is fun!"

"Is it going to be too late
to have something to eat?"

"This is a long trip..."
Nobody mentioned the
trip was 90 minutes.

"What do I do with my
luggage?"
When I arrived at the resort,
the luggage was unloaded...

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We then documented the specific events around these touchpoints –
and more importantly – how this made her feel. Direct quotes on
the experience were recorded.

These emotional details were then grouped to get an overview of how she felt at each touchpoint.
Things that were positive
Things that were negative
Things that were confusing … Now, things that are confusing to someone are also a negative, but really show opportunities for improvement.

On the Bus... To the Resort

"It's nice and hot!"

"Our bus guide is fun!"

...eer for sale on the bus.

"It's a shame it's dark, ...can't see anything."

"This is a long trip..." ...lobody mentioned the ...rip was 90 minutes.

"Is it going to be too late ...o have something to eat?"

...What do I do with my ...uggage?" ...When I arrived at the resort, ...he luggage was unloaded ...rom the bus. I was ...sked to leave it in front of ...he hotel outside while I ...vas checking into the hotel. ...ery unusual. ...s it safe?"

Hotel Check-In

"The welcome is not great! The staff speaks English very poorly and I speak very little Spanish. Do they have an attitude?"

"Why were some people offered a welcome drink but not me?"

"Was the hotel unprepared for the arrival of these guests?"

"When I ask questions they tell me to go to hospitality desk tomorrow. This is not very professional"

"Can we have something to eat?"

Getting to the Room

Transported by golf cart to a far away location, difficult to get a sense of orientation:

"This resort is very big! Our room seems very far away from the lobby and it is very dark".

"The driver leaves the luggage at the bottom of the stairs, no help and no elevator, nice!"

The Room

"Nice Room!"

"No Room Service, I hope the cafeteria is still open, let's try to get something to eat!"

"Can't see much... where is the sea?"

"Where are the swimming pools?"

The Stay

Morning meeting with the Air Canada Guide - finally getting our questions answered.

Amazing food and drinks, the cleaning lady is friendly and the golf is amazing!

Managed to relax.

Hearing about dangers for tourists in Mexico from the Air Canada Guide.

"The hospitality desk? There's always a lineup. The staff isn't friendly and can't be bothered."

"This swimming pool is small and shallow!"

No social interaction: The resort is so big (860 rooms).

High winds for the entire

Hotel Check-Out

Checkout is very ea... towels need to be bro... back, no facilities are available to enjoy the ... 4-5 hours while waitin... the bus back to airpor...

No late checkout availa...

No "Thank you" or "Goodbye" from the fr... desk, you feel discarde... The experience stops there -"They seem like ... couldn't care less."

We then have columns with all the content we've gathered.

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"Our bus guide is fun!"

...eer for sale on the bus.

"It's a shame it's dark, ...can't see anything."

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...lobody mentioned the ...rip was 90 minutes.

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Now we can adjust the touchpoints on a scale...

On the Bus...
To the Resort

The Room

Getting to
the Room

Hotel
Check-In

The Stay

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– the higher the touchpoint the more positive the overall
experience. This gives a quick overview of what worked and what
didn't

You can tell right away that the hotel check-in and check-out were
really poor experiences.

So what can be done about them? Opportunities boxes were added
to point out ways that improvements can be made.

an example here...

From the negative point:

"Was the hotel unprepared for the arrival of these guests?"

"When I ask questions they tell me to go to hospitality desk tomorrow. This is not very professional"

"Why were some people offered a welcome drink but not me?"

"Was the hotel unprepared for the arrival of these guests?"

"When I ask questions they tell me to go to hospitality desk tomorrow. This is not very professional"

"Can we have something to eat?"

Opportunities

Nail the first impression. Gracious, welcoming, helpful, multilingual staff is a necessity at an international resort. This first touch point with the resort will set the tone for the rest of the stay.

We get the opportunity:

Nail the first impression. Gracious, welcoming, helpful, multilingual staff is a necessity at an international resort. This first touch point with the resort will set the tone for the rest of the stay.

"Is it going to be too late to have something to eat?"

"What do I do with my luggage?"
When I arrived at the resort, the luggage was unloaded from the bus. I was asked to leave it in front of the hotel outside while I was checking into the hotel. Very unusual.
"Is it safe?"

Another good one from when the traveller arrives at the resort:

"What do I do with my luggage?"
When I arrived at the resort, the luggage was unloaded from the bus. I was
asked to leave it in front of the hotel outside while I was checking into the hotel. Very unusual.
"Is it safe?"

"Is it going to be too late to have something to eat?"

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"Is it safe?"

Don't leave the customer in the dark. Basic information (arrival time, local weather forecast, eating options upon arrival) is a bare minimum.

Going beyond can engage customers: Provide information on upcoming events, tours, recommended restaurants, upgrade services, specialty products, etc. Consider the different customer behaviours (resting, chatting, listening to music, playing games, reading) and appropriate means (mobile devices, magazines, info pamphlets, headphones).

We get the opportunity:

Don't leave the customer in the dark. Basic information is a bare minimum. etc etc... you know – explain the process of how the luggage is handled to ease their concerns – they've just arrived... they should be properly guided on what to do.

Experience Map: My Air Canada Vacation in Mexico
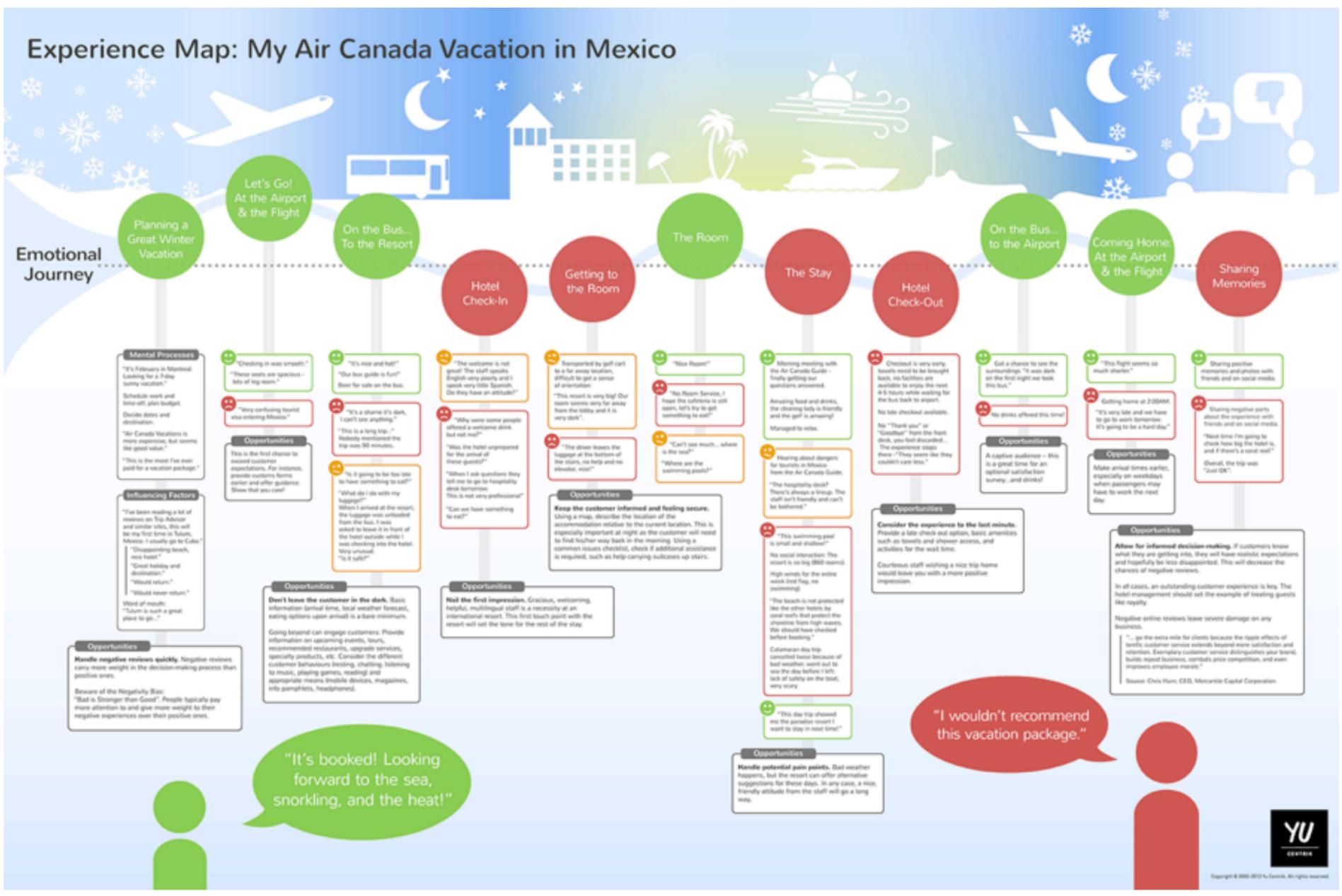
So here is the finished experience map

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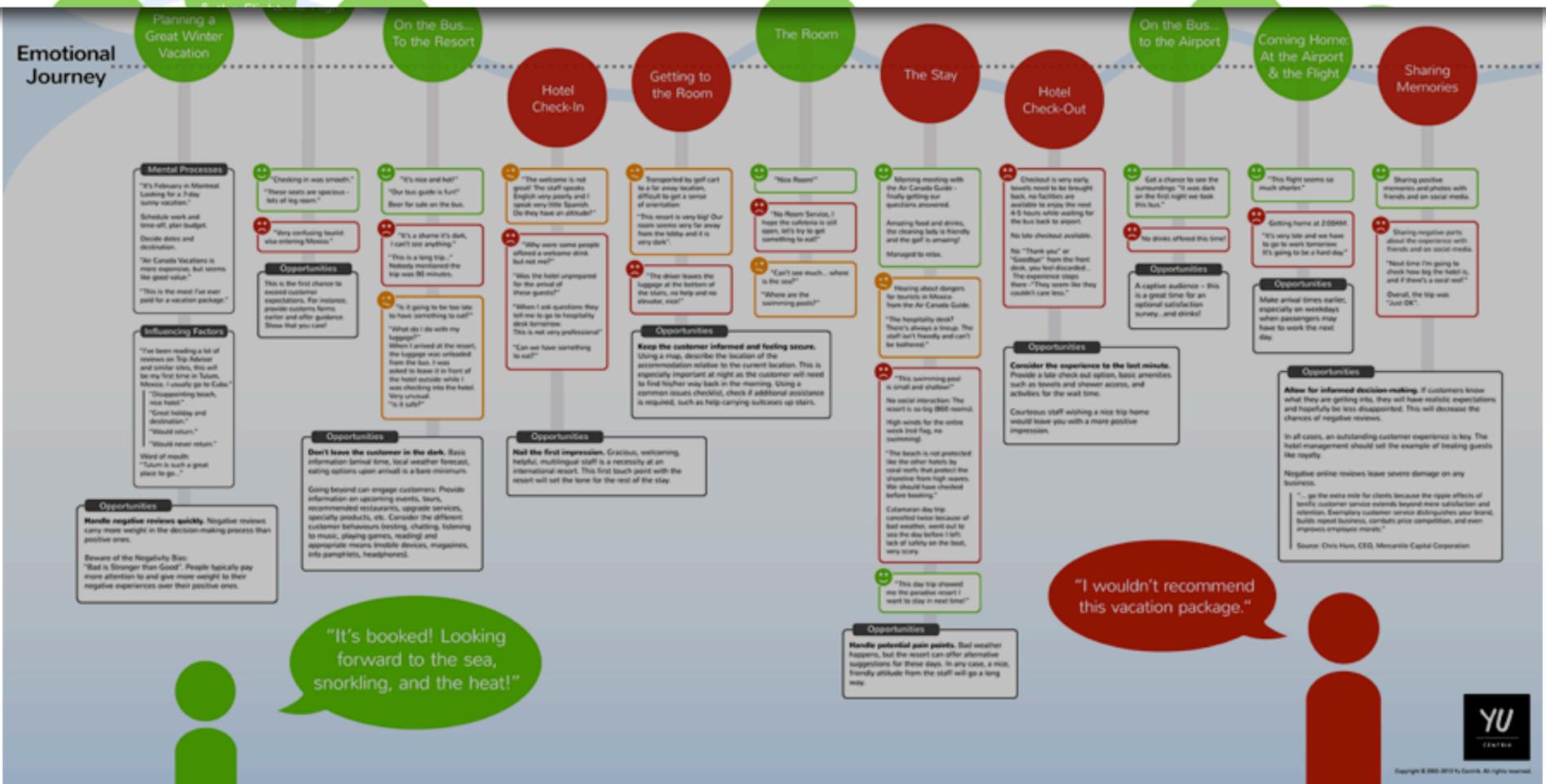
there are some visual aids along the top

Experience Map: My Air Canada Vacation in Mexico
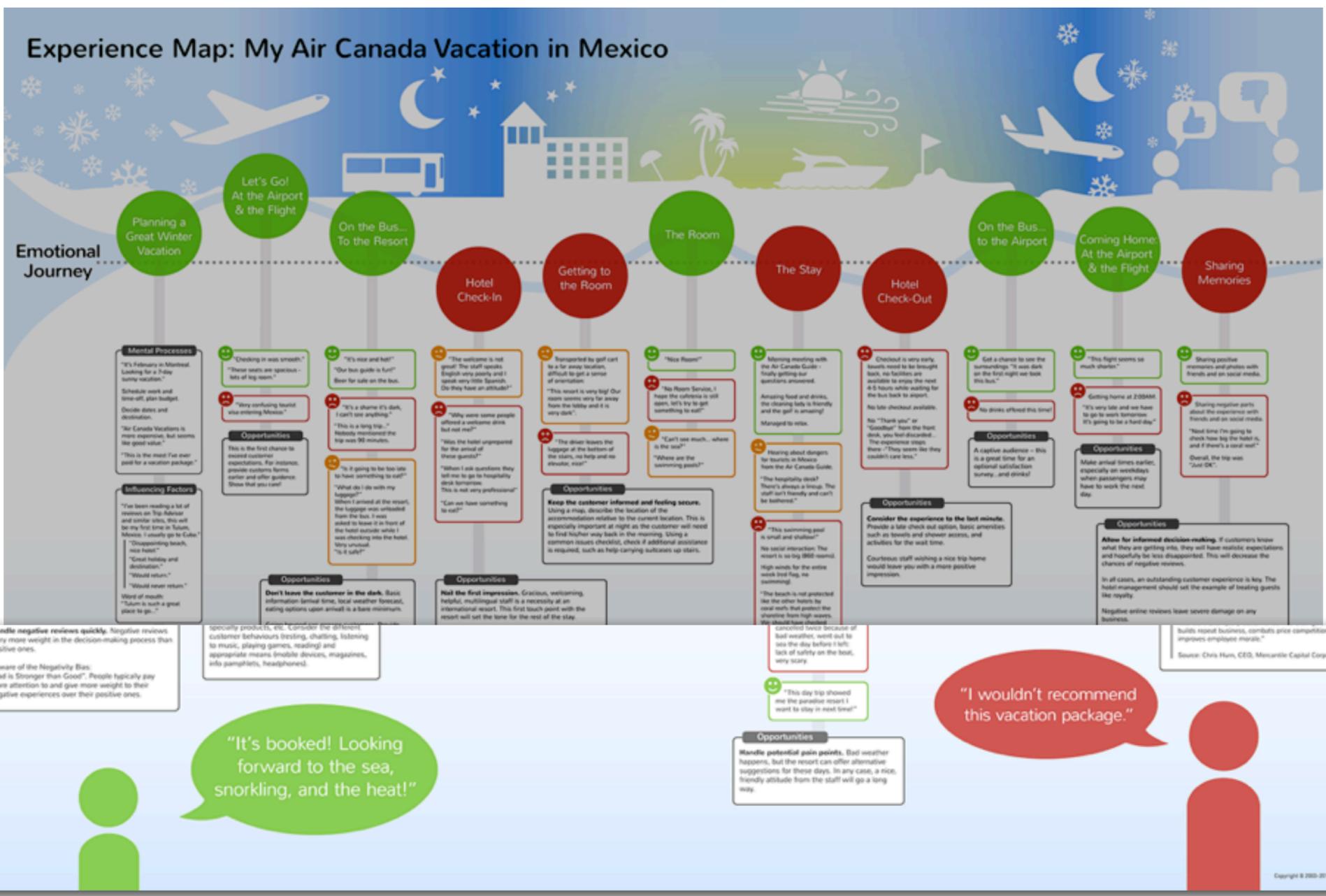
and along the bottom we have a summary to contrast the beginning of the experience with the end...

"It's booked!..."

to

"i wouldn't recommend..."

which is at the "sharing memories", which very well could include social media... this is important because it influences others.

1. Understand the story

2. Summarize the story,
create the typical journey

3. Make it visual

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We talked about the 3 steps to design the map but there's one more step, that is extremely important...

1. Understand the story

2. Summarize the story,
create the typical journey

3. Make it visual

4. Use it!

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Share your map, put it in a place where other people can see it, print it in a smaller format, use it in presentations
It is important to use the map as a communications tool, something that we can use to get a shared understanding of the overall experience to help make it better.

I hope this quick overview of experience mapping motivates you to create your own!

Questions?

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That's all I had to share with you today. Questions?

Thank you!

@yucentrik | @marciokl

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