USER JOURNEY MAPPING

WORKSHEET 2

First choose a User and a Task that directly relates to your design problem and objective.
Break down every small step of the journey that user goes on when completing the task.
Role play as a group to understand the problem on a micro level.

WORKSHOP 1 - CONCEPT DEVELOPMENT

Workshop Task - Monday 4th May 2020

Print one worksheet per person

1. CHOOSE A USER / STAKEHOLDER

2. CHOOSE A TASK TO MAP

3. THINGS TO CONSIDER

- THE ENVIRONMENT OF USE
- THE USERS FEELINGS
- ANY CHALLENGES
- ANY QUESTIONS

4. EXPERIENCE MAPPING

(Plot on the chart to the right the experience of the user at each specific action. Mark on the scale and then draw a line between each mark. This will show areas of the experience that need improving.)

ACTION	ACTION	ACTION	ACTION	ACTION	ACTION

+10 - POSITIVE

0

-10 - NEGATIVE

Longitude Explorer Prize

LITTLE mammoth