USER JOURNEY MAPPING

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.

1. CHOOSE A USER / STAKEHOLDER
   - OCEAN CLEAN UP
     - GROUP

2. CHOOSE A TASK TO MAP
   - REMOVING WASTE FROM OCEAN

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.)