

# MAP OF AN EXPERIENCE JOURNEY

## STORY + KEY DEMOGRAPHICS + HOPES + NEEDS + WISHES



USER PROFILE PICTURE

NAME

## WHAT KIND OF EXPERIENCE JOURNEY

- CIRCLE ONE
- ☐ PERSONAL
  - ☐ SERVICE
  - ☐ SYSTEM

DESCRIBE:

## AFTER THE JOURNEY FILL THIS OUT

WHAT WAS A KEY LEARNING?

WHAT WERE THE KEY CHALLENGES OR PAIN POINTS?

WHAT MIGHT HELP?



MY IDEAS ABOUT:

PERSONAL SHIFT JOURNEY



IN THE PAST, I SAW THE WORLD AS:

PAST

BECAUSE OF THESE REASONS:

I SEE THE WORLD THIS WAY NOW:

NOW

FUTURE

MY HOPES FOR THE FUTURE:



DRAW OR WRITE KEY EVENTS OF YOUR EXPERIENCE ► PLACE THEM IN SQUARES



DRAW OR WRITE KEY EVENTS THAT SHIFTED YOUR PERSPECTIVES, THINKING, VALUES TO CHANGE ► DRAW A LIGHTBULB NEXT TO IT

AFTER YOU HAVE MADE YOUR PERSONAL SHIFT JOURNEY MAP, REFLECT AND FILL OUT THE FOLLOWING:

CHANGED FROM THESE ASSUMPTIONS, VALUES, PERSPECTIVES:

TO THESE ASSUMPTIONS, VALUES, PERSPECTIVES:

BECAUSE THESE THINGS HAPPENED:



WHAT SERVICE:

I WENT TO USE THIS SERVICE BECAUSE I WANTED TO:

SERVICE JOURNEY



BEFORE I CONNECTED  
WITH THE SERVICE

I WAS THINKING:

I WAS FEELING:

I WAS HOPING:

FIRST CONTACT  
WITH SERVICE

WHAT HAPPENED?:

WHAT DID PEOPLE SAY?:

WHAT DID PEOPLE DO?:

WHAT DID YOU THINK AND FEEL?:

THEN WHAT HAPPENED?

WHAT DID THE EXPERIENCE  
LOOK LIKE?

WHAT DID YOU SAY AND DO?

WHAT DID YOU THINK AND FEEL?:

THEN WHAT HAPPENED?

WHAT DID THE EXPERIENCE  
LOOK LIKE?

WHAT DID YOU SAY AND DO?

WHAT DID YOU THINK AND FEEL?:

WHAT WAS THE LAST  
INTERACTION?

WHAT DID YOU THINK AND FEEL?:

WHAT HAPPENED AFTER?

WHAT DID YOU DO?

WHAT DID YOU THINK AND FEEL?:

EVALUATION

DID THE SERVICE MEET  
EXPECTATIONS?

WHAT COULD HAVE PEOPLE  
ON THE JOURNEY SAID OR  
DONE DIFFERENTLY?

BEFORE THE SERVICE



DURING THE SERVICE

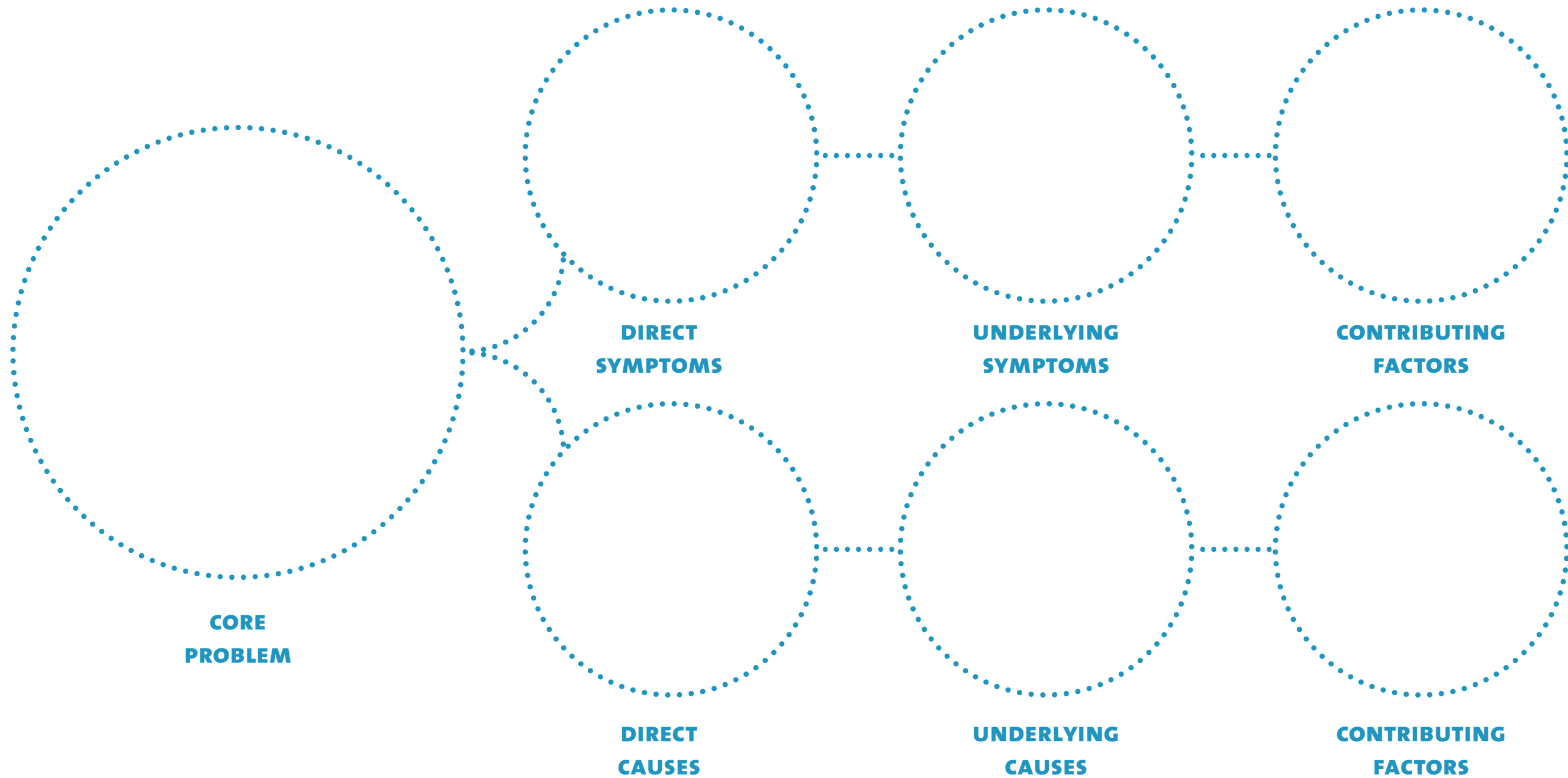


AFTER THE SERVICE



Toolset designed by Jaime Calayo and Ben Weinlick  
Skills Society Action Lab & Think Jar Collective @skillsociety @thinkjar\_

## CORE PROBLEM MAP



**CAUSES ARE THE REASON WHY SOMETHING HAPPENS**



**SYMPTOMS ARE WHAT WE SEE AS A RESULT OF THE PROBLEM**

# MAKE YOUR IDEAS VISUAL



YOU MIGHT TRY MAKING AN IMAGINED STORY JOURNEY OF WHAT YOUR SERVICE INNOVATION LOOKS LIKE.  
TRY TO NOT JUST USE KEY WORDS. DRAW. SHOW THE FEELINGS AT EACH STAGE AND WHAT IS NEEDED AT EACH STAGE.

PRE-SERVICE	INITIAL CONTACT	ON THE JOURNEY	ON THE JOURNEY 2	THE GOAL!
WHAT ARE THEIR INITIAL THOUGHTS AND FEELING? WHAT IS THE PERSON WHO WILL USE YOUR NEW SERVICE THINKING AND FEELING BEFORE THEY CONTACT YOU?	HOW DOES THE USER HEAR ABOUT AND GET IN TOUCH WITH YOUR NEW STELLAR SERVICE? WHAT DOES STELLAR FIRST CONTACT LOOK LIKE?	WHAT DOES THE EXPERIENCE LOOK LIKE? WHO DO THEY CONNECT WITH? WHAT DOES THE SERVICE LOOK LIKE? WHAT FEELING DO YOU WANT THE USER TO HAVE AT EACH STAGE? MAP THE STAGES	WHAT DOES THE EXPERIENCE LOOK LIKE? HOW WILL YOUR SERVICE HELP PEOPLE IF THINGS DON'T ALWAYS GO AS PLANNED? WHAT TROUBLESHOOTING WILL YOUR NEW SERVICE OFFER?	FILL THIS OUT FIRST WHAT DOES SUCCESS LOOK LIKE? WHAT MIGHT SUCCESS FEEL LIKE? DRAW AND LIST THE INTERACTIONS
WHAT WAS YOUR CHALLENGE		WHAT'S THE BIG IDEA?		

