

Card deck for user journeys.

Introduction

In a user-centric design process, experience mapping is commonly used to design the user experience. This is a long exercise to prepare, to make, and it is generally under-used by non-experts or people who are not directly involved in the project. I propose here a simplified version of experience map, which comes as experience cards. Reflexions that helped process these cards are:

- Ease the takeover of information, ease of handling, in particular during design workshops
- A linear experience, simpler to draw out, to understand, than an experience on several axis
- Avoid the use of a software that requires skills and learning
- Enable self-crafting of the maps with low equipment requirements, hence the use of business cards format
- Unleash your creativity!

Fabrication

Ideally, it is recommended to print the cards and immediately heat-laminate them.

- Cards can be printed on blank business cards sheets, 10 per sheet, format 85mm x 55mm
- Cut lines are drawn to help print them on a classic sheet of paper and use a paper cutter. It is recommended to print them on 160 or 250g for a better stiffness.
- One printed, you can heat-laminate them with 60x90 poches, 125 micron. It will enable you to write on them with a whiteboard marker.

Material suggestions:

- Blank Business cards <https://goo.gl/iit7Q6>
- Laminating pouches <https://goo.gl/d4GWXY>
- Thermal laminator <https://goo.gl/EuUUPN>

Usage

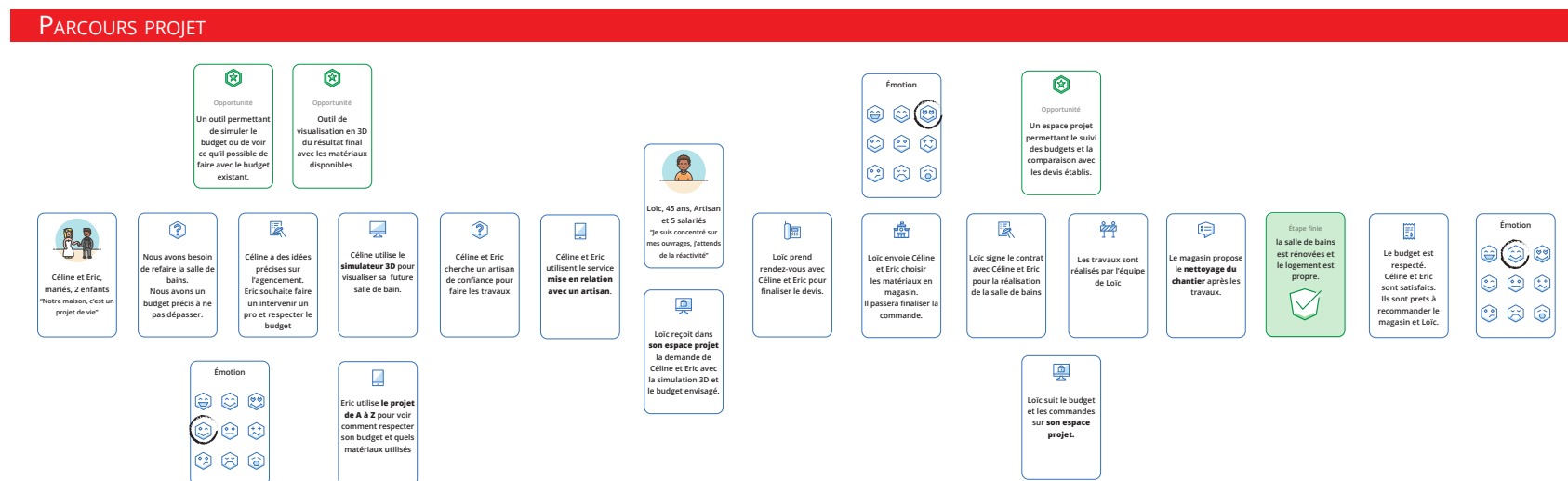
The goal of these cards is to help to describe the journey of a user, identify emotions and weaknesses, to provide areas of improvement or find new opportunities of service.

Classic usage:

- Starting from the persona card, briefly describe the user or use an existing persona
- Define the need or the question of the persona
- On the main axis, you can then define every actions, tasks, interactions needed to meet the goal
- Simultaneously, you can describe the emotions of the persona, identify weaknesses and strengths, as well as threats and opportunities that show up in the process
- Identifying weaknesses and strengths enables to propose new solutions

Example

Development of a journey of a renovation project

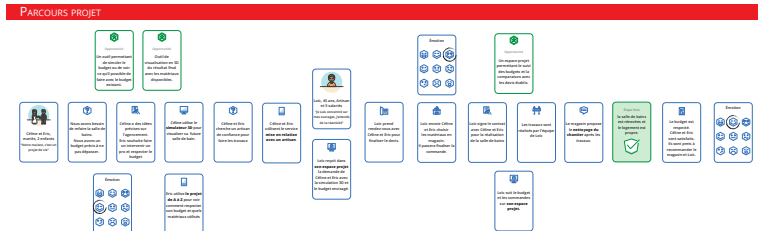


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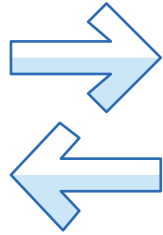
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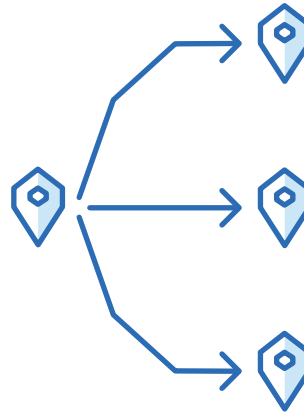
Networks



Dialogues



Choices



Iterations



Home

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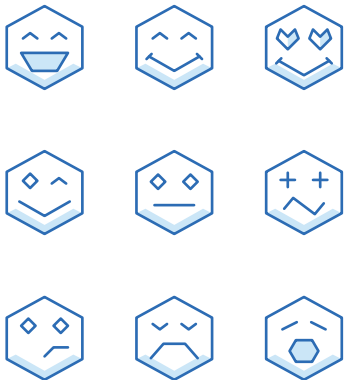
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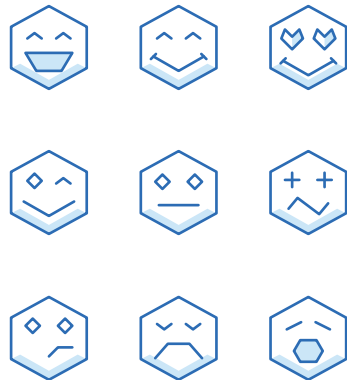
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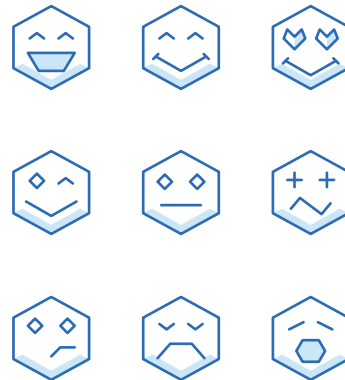
Emotion



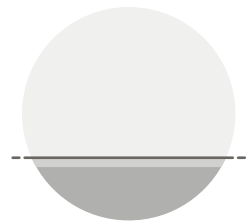
Emotion



Emotion



Criteria



Surname, Age

Job

Catchphrase



Opportunity

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Strength

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Opportunity

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Strength

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Success



Threat

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Weakness

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Threat

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Weakness

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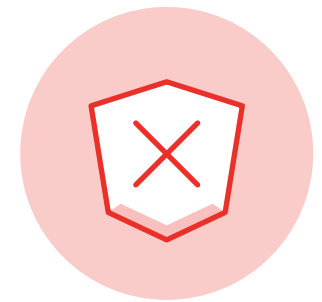
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Failure





User action

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Need or question

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Need or question

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Service feedback

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Service feedback

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Document

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Phone call

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Internet

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Email

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Shipping

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User account

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Payment

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Expectation

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In store

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User action

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Journey

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Emergency

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Catalog and product



Purchase funnel



Order tracking



Roadworks



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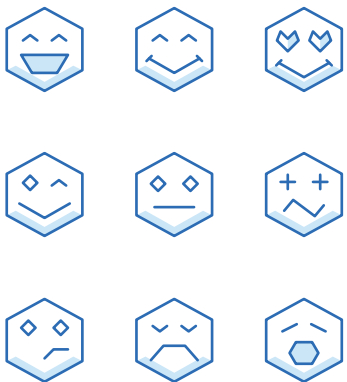
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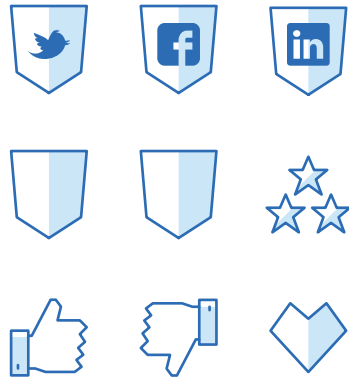
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Emotion



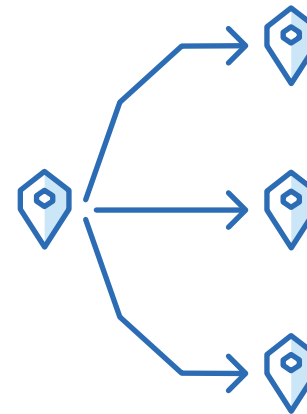
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