EXPERIENCE MAPPING CARDS

Modus Create

TASK ○ Fact ○ Hunch

The last time I _____

I _____

_____

CHANNELS

_____

TASK ○ Fact ○ Hunch

The last time I _____

I _____

_____

CHANNELS

_____

TASK ○ Fact ○ Hunch

The last time I _____

I _____

_____

CHANNELS

_____

TASK ○ Fact ○ Hunch

The last time I _____

I _____

_____

CHANNELS

_____

TASK ○ Fact ○ Hunch

The last time I _____

I _____

_____

CHANNELS

_____

TASK ○ Fact ○ Hunch

The last time I _____

I _____

_____

CHANNELS

_____

HOW TO USE

Pick a particular flow or experience to map. Think back to the last time you went through that flow or experience. Write each step you completed on a task card. For example, “The last time I bought groceries I made a shopping list.”

EMOTION ○ Fact ○ Hunch

I felt _____

because _____

_____

-2 -1 0 1 2

EMOTION ○ Fact ○ Hunch

I felt _____

because _____

_____

-2 -1 0 1 2

EMOTION ○ Fact ○ Hunch

I felt _____

because _____

_____

-2 -1 0 1 2

EMOTION ○ Fact ○ Hunch

I felt _____

because _____

_____

-2 -1 0 1 2

EMOTION ○ Fact ○ Hunch

I felt _____

because _____

_____

-2 -1 0 1 2

EMOTION ○ Fact ○ Hunch

I felt _____

because _____

_____

-2 -1 0 1 2

HOW TO USE

Read through the tasks you brainstormed and placed in the doing row. For each task, think about how you felt when completing that task. If you had a particular emotion, write it down on a card. Next, circle a number on the pain vs delight scale.

OPPORTUNITY

If I had a magic wand, I would _____

_____

_____

_____ **to improve this experience**

OPPORTUNITY

If I had a magic wand, I would _____

_____

_____

_____ **to improve this experience**

OPPORTUNITY

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_____ **to improve this experience**

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OPPORTUNITY

If I had a magic wand, I would _____

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_____ **to improve this experience**

OPPORTUNITY

If I had a magic wand, I would _____

_____

_____

_____ **to improve this experience**

HOW TO USE

Pick a pain point on the map. Brainstorm ways you could solve the pain point and write each idea down on a card. For example, "If I had a magic wand, I would build an app that tracks which groceries I buy and how long they last."

THOUGHT ○ Fact ○ Hunch	**THOUGHT** ○ Fact ○ Hunch
THOUGHT ○ Fact ○ Hunch	**THOUGHT** ○ Fact ○ Hunch
THOUGHT ○ Fact ○ Hunch	**THOUGHT** ○ Fact ○ Hunch

HOW TO USE

Read through the tasks you brainstormed and placed in the doing row. Write down what you were thinking while completing each task. For example, when I made a shopping list I thought "I wish I was at home so I could see if our avocados have gone bad."

EFFORT vs IMPACT

XL

L

M

S

XS

High

Med

Low

EFFORT vs IMPACT

 XL

 L

 M

 S

 XS

High

Med

Low

EFFORT vs IMPACT

 XL

 L

 M

 S

 XS

High

Med

Low

EFFORT vs IMPACT

 XL

 L

 M

 S

 XS

High

Med

Low

EFFORT vs IMPACT

 XL

 L

 M

 S

 XS

High

Med

Low

EFFORT vs IMPACT

 XL

 L

 M

 S

 XS

High

Med

Low

HOW TO USE

For each opportunity on the map, think about two things. First, how much effort will it be to implement this idea? Mark a tally on the effort scale. Second, how much positive impact will this idea have on customers? Mark a tally next to the impact scale.