Experience mapping (or the experience of delivering workshops at UXLibs3)

Anneli Friberg and Anna Kågedal

Book Chapter

N.B.: When citing this work, cite the original publication.

Part of: User Experience in Libraries Yearbook 2017, ed Andy Priestner, 2017, pp. 191-194. ISBN: 1981635572, 9781981635573

Copyright: UX Libraries

Available at: Linköping University Institutional Repository (DiVA)
http://urn.kb.se/resolve?urn=urn:nbn:se:liu:diva-143675

Tweet

Workshop:
Experience mapping (or the experience of delivering workshops at UXLibs3)

Anneli Friberg @fribban | Anna Kågedal @annaka
Linköping University, Sweden | SLU University, Sweden

It all began on a dark December morning. Anneli woke up and found a DM from Andy Priestner: 'Hi Anneli, I wonder whether you would be willing or interested in taking part in UXLibs3 as a workshop leader in June? I have a lot of time for you….' As it happened, Anneli was both willing and interested. Also, she wanted to do this together with Anna Kågedal, her dear friend and partner in crime. This was totally fine by Andy, who actually got two Swedish librarians for the price of one.

Along the way we realized that time perception might be a bit different in England compared to Sweden. 'A lot of time' turned out to be 1 hour (!) times two. This caused a bit of stress, since we usually run workshops for at least 2.5 hours.

But shame on those who give up as we say in Sweden. We consulted our friend Kristin Olofsson, did a session of 6–8–5 and finally planned an experience map workshop.

The method of describing the different steps a user goes through when trying to complete a task has a lot of different names, like: user journey, customer journey map, user experience map. They all show the steps where the user interacts with a specific service. To gain empathy for the user is a central part of UX, which is why we prefer the term 'experience map' to emphasize what the user feels while interacting with the service. An experience map usually includes the steps before, during and after completing a task since it all affects the experience.

During the workshop, the participants were guided through the different steps of the experience map in order to create their own in pairs, using the template shown in Figure 1.

The participants mapped out a chain of activities, touchpoints, gain and pain points and drew a graph of their feelings along the way. They located a few places

Figure 1   Experience map template.

in the chain where the user had obvious troubles. These places are opportunities for action and development. Here one can add an idea-generating method – like 6 up 1 up, or 6–8–5 – to come up with possible solutions or ideas to try to improve the service.

The participants then visualized their experience map by making a drawing. A visualization like this can be used in the team – either to get a joint view on pain and gain points, or to make a point to management. The real impact, though, will happen when you start changing and developing the noted pain points – which means that this is not the end.

Running a workshop means a lot of planning ahead, but during the workshop there is more free time for us as workshop leaders. Time we spent on photographing, tweeting, adjusting the set and enjoying the positive vibes from the engaged participants.

To wrap up, the participants got to use a combination of Love/Break-up Letters and the retrospective method the 4Ls in order to evaluate either the Experience Mapping method or the workshop. (The 4Ls is an agile retrospective method to use whenever you need it, commonly at the end of a sprint. In short, everyone writes Post-its stating what they Learned, Liked, Lacked, and Longed for (one 'L' per Post-it). Then you group them on a white board and see what comes out to take with you in the process forward.[1] In our workshop we used them as a guide in what to write in the letter to the workshop.) As it turned out, most participants wrote a letter to our workshop (big thanks for the lovely feedback we got) and some chose to write a letter to the UXLibs conference.

Finally: The Bed Conference (a concept created by Anneli and Anna in 2015), a perfect way to end UXLibs3. It's an understatement to say we weren't nervous before reading the letters, but as we started to read it became clear that our experience of delivering our workshops was not the same experience as most participants had.
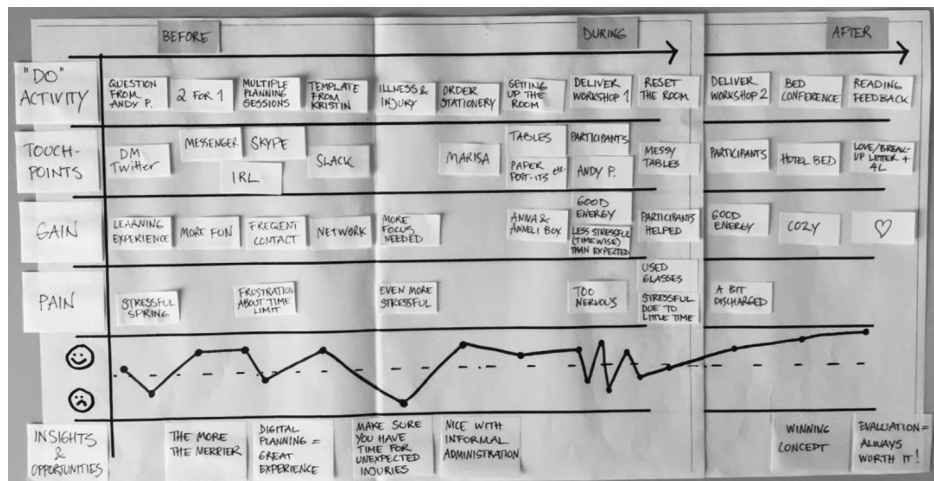

This is one of the many letters we received…

---

1   A longer description is available at: <http://retrospectivewiki.org/index.php?title=Four_L%27s_Retrospective> or <https://www.ebgconsulting.com/blog/the-4ls-a-retrospective-technique/>.

To sum up, and to get closure, we made an experience map (pictured above) from our experience of delivering workshops at UXLibs3 in Glasgow.

© Andy Priestner