









# Customer Experience Map

STAGE	DECISION TO START	DECIDE ON CHALLENGE		GROUP CREATION	1. RESEARCH	2. FEEL	3. IMAGINE	4. DO	5. SHARE																																															
DOING	Start	Search by Category	Pick a Challenge	Set Group Name & Invite Friends	Conduct Research  Fill out Question	Define Stakeholders  Conduct Interviews  Create user personas	Create ideas Vote Best Ideas	Define Needs and Obstacles  Create Action Plan	Hold a presentation  Share your ideas																																															
THINK	„The teacher gave me the task to use this environment or a problem of mine.“ „I want to change something in my „Design Thinking sounds interesting!“	„Aah this problem sounds familiar to me!“ „I'd like to have a coach.“ „Nice, I know the organization that put „These problems sound hard to solve.“ „Why should this matter to me?“	„Yeah, I'll invite my best friends!“ „I'm glad I don't have to do this alone!“ „Mmhhm how to name our group? Something goofy should do it haha!“ „Dang, my friends don't know their email-addresses... can I add them later?“	„Oh, didn't know this topic is so diverse!“ „I feel a little lost – I don't want to read so „I don't know where to look this up.“  lost. – Guide on how to conduct research – Explanation Video	To think about all the stakeholders and their needs is a new but interesting concept to me.“ „Did I miss one?“ „It's challenging to think about all their characteristics.“ „Haha I love to create the avatars!“ „The interviews gave us good insights.“ „Nice to know for whom we do this.“	„It's fun to create crazy ideas.“ „I'm a little insecure. I don't want my team to laugh about my ideas.“	„It's fun to create crazy ideas.“ „I'm a little insecure. I don't want my team to laugh about my ideas.“	„It's fun to create crazy ideas.“ „I'm a little insecure. I don't want my team to laugh about my ideas.“																																																
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NOTES		It could be nice to set general interests first – or organizations the student is interested in.  Organizations may put up a coach / person that mentors this problem.	Results of every upcoming section are summarized for overview, sharing & print.	– Why and how did the problem occur? – What tools or methods do the stakeholder currently use to handle the problem? It would be super nice if those who put in Are they successful / why (not)? – Did someone try to solve this already? basic informations so students don't feel the challenge could also provide some Individual Tasks:	Individual Tasks: – Explanation Video – Quiz to test understanding – Create User Personas – Explanation Video – Quiz to test understanding – Optional: Conduct Interviews – Define stakeholders (Name, Age, Job, Environment, Goals, Needs, Frustrations) – Avatar Creator Finished User Personas will be accessible from now on (toolbar).	Individual Tasks: – Explanation video – Quiz – Idea Creating (quantity) – Evaluate Ideas (quality) Idea Generation via random topics (associations), clicking-questions or birkenbihl kanva drawing, etc	Individual Tasks: – Explanation Video – Quiz – What do we need to test our idea? – From where do we get it? – Define Obstacles – If-Then-Plan – Set responsibilities – Test it? (WOOP Method)	Individual Tasks: – Share idea (social media) – Presentation in class – Evaluation If you like, record your presentation to share it, too																																																