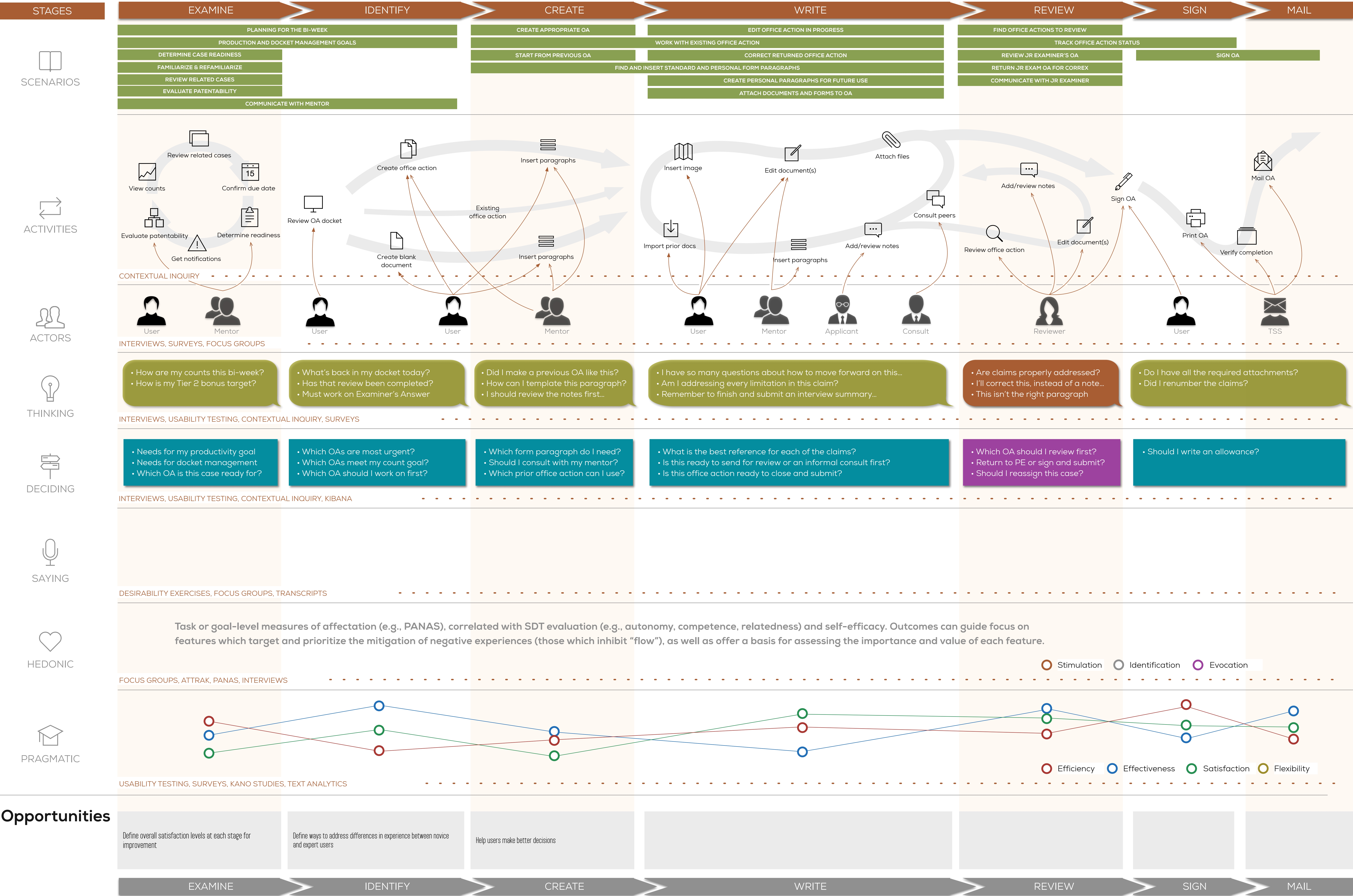


# Office Action Experience Map

## Guiding Principles

🕒 Accuracy and professionalism   🕒 Timeliness   💰 Income

## User Journey



Five dimensions: lens, the journey model, qualitative insights, quantitative information, and takeaways

Information sources		
Usability testing Contextual inquiry Surveys (inc. embedded) Interviews PANAS/ATTRAK	Focus groups Text analytics Kano studies Scenarios	Help desk records (IT) Performance data User groups Prior stories, writeups