Our team's proposed idea:

Providing recipes for healthy meals in grocery stores. The ingredients of these recipes would be discounted, and an employee would provide live cooking demonstrations and samples of the recipe in-store.

The goal of our experience mapping was to imagine each step of the user's experience with our service, and consider how we could validate the different components of our solution through prototyping.

To guide us in our experience map, we visualized the steps that an imaginary food shopper, Archie, would take in interacting with our service.

I1 - First, he would be attracted by the sample stand (where a staff member would be demonstrating how to prepare the healthy meal recipe). Second, he would be interested to learn more about what he just sampled.

I2 - Third, he would buy the ingredients of the recipe, which would be discounted and displayed next to the sample stand. Fourth, he would prepare the healthy meal recipe at home.

I3 - Fifth, he would return to the healthy meal stand the next time he went shopping, in order to see what the new healthy meal recipe is.