



Experience Models

DESN 24427 Design Strategy & Computation

Experiences follow universal patterns: they have a **beginning**, a **middle**, and an **end**

They can be described in simple terms
like: **before**, **during** , and **after**

Using these **temporal** prompts, we can
organize **observations** and **findings** around
a person's **experience**

Experience Models

Visual frameworks that build empathy

- Recreating a user's path helps you understand their **actions**, **avoidances**, **frustrations**, and **choices**
- The **visualization** of that path is commonly referred to as an **experience model** (or experience map, customer journey, user journey, patient journey, etc.)
- They can **document** existing activities, or to **prototype** new ones
- Experience models can describe complex events (W).
- They can show events with a **variety** of **complexity**:
 - **Simple**: how does the shopping cart work on a particular mobile application?
 - **Complex**: what exactly happens when a patient visits an emergency room?
- At any scale, the **key** is to document **all possible choices** and **outcomes** as the experience progresses through **completion**

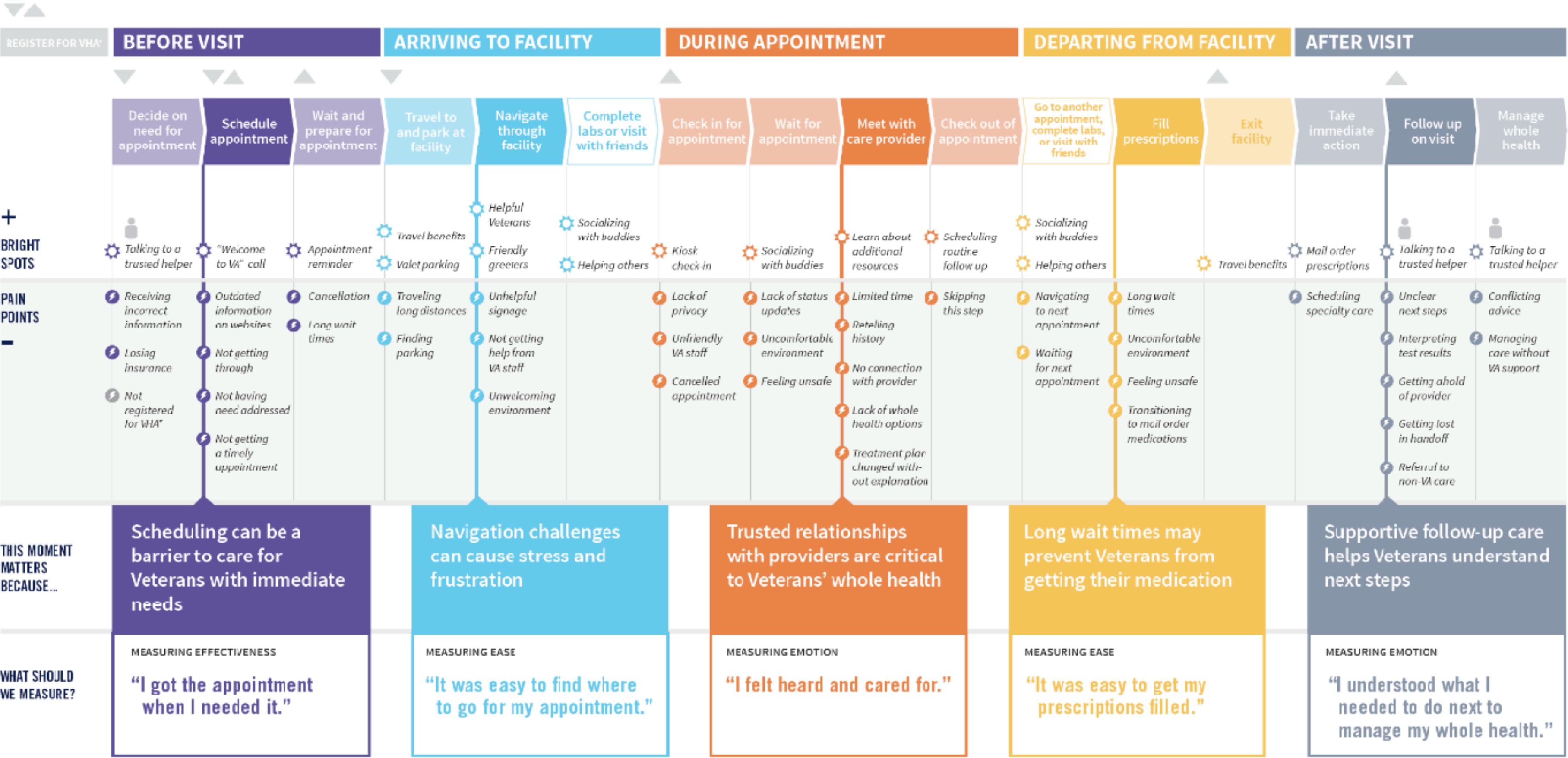
They **key** thing to keep in mind

- You are trying to map the experience from the active person's perspective as they move through a sequence of events

VA PATIENT EXPERIENCE JOURNEY



The VA Patient Experience Journey Map represents a common set of moments Veterans experience before, during, and after a health care appointment visit. While this map does not represent what happens to every Veteran during every appointment, it is a good starting point to define the ideal patient experience at VA and recognize high impact improvement opportunities. Veterans also identified five key moments that matter during which VA can build trust with Veterans or lose them entirely. VA can and should make sure these moments are done right.



* The process for registering for VHA includes the following steps:

- Deciding to register for VA Health Care
- Understanding and applying for eligibility
- Getting a Service Connected Disability Rating

To learn more

Check out this resources

- **A Designer's Research Manual** (book)
 - eBook available thru library here:
<https://tinyurl.com/y5aezgy8>

