

Anatomy of a User Experience Map

GUIDING PRINCIPLES

Guiding Principles establish parameters that will direct every effort to improve the user experience. They are established at the beginning of the project in collaboration with the client.

CURRENT JOURNEY

The meat of the UX map is the Current Journey. It is identified through research: contextual inquiry, surveys, personas, data analysis, etc. It diagrams the key actions, thoughts, and feelings of the user.

KPIs

KPIs outline measurements for evaluating the effectiveness of changes made to the User Experience. They are aligned with the Guiding Principles to show stakeholders how the solution will meet their objectives.

OPPORTUNITIES

Opportunities to improve the User Experience are derived from analysis of the Current Journey. The opportunities are aligned with the Guiding Principles to demonstrate business value.



User Experience Map

GUIDING PRINCIPLES

Guiding Principle #1

Guiding Principle #2

Guiding Principle #3

Guiding Principle #4

CURRENT JOURNEY

STAGES	Stages	of	Current	Experience;	Linear,	Non-linear,	or a	Combination of	Both
DOING									
THINKING & FEELING									

OPPORTUNITIES

Opportunities to improve the User Experience, color coded to align with Guiding Principle				

KPIs

Measurements to guide solutions for opportunities, also aligned with Guiding Principle				