

TOOLKIT

To-be Scenario Map

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INTRODUCTION

Why do you use this activity?

Reflect on how your team's ideas address your users' current needs by drafting a vision of their future experience.

INTRODUCTION

When should you use this activity?

Use To-be Scenario Maps as your team ideates potential solutions. This is a great artifact to put in front of stakeholders and users to align on your team's intent.

INTRODUCTION

What makes a good To-be Scenario Map

- Relates back to your As-is map
- Resolves user pain points or fulfills need statements
- Tells an engaging story



INTRODUCTION

We suggest **60 minutes** for this activity.
How much time you spend is up to you!

- **Write before you talk.** Write or sketch lots of your ideas on sticky notes *before* talking about them. During discussions, capture the main points on sticky notes and post to the wall.
- **There are no bad ideas.** Start big. Diverge to get everyone's ideas out there. Come back together to discuss, cluster, and seek patterns. Then, converge to determine the strongest ideas.
- **Stay focused on your users.** Tell stories about users to keep them at the center of your attention.
- **Everyone participates.** Everyone has a marker and a pad of sticky notes.
- **Stay engaged.** Avoid side conversations. Use a “parking lot” to capture issues that are off-topic.
- **Start on time, stay on time.** To meet our goals, we need to watch the clock and stick to the plan.
- **Yes, and...** Instead of dismissing the ideas that your teammates suggest, push yourself to build on them.

Ready, set, go!

To-Be Scenario Map

60 min

SETTING UP

Draw four rows and label them: *Phases*, *Doing*, *Thinking*, and *Feeling*.

PHASES

DOING

THINKING

FEELING

To-Be Scenario Map

60 min

BRAINSTORM

Imagine your ideas exist in reality.

- **Ask yourselves:** What might our user do, think, and feel throughout this new experience we envision?



To-Be Scenario Map

60 min

BRAINSTORM

Fill in the corresponding rows, using one sticky note per answer.

- Reference your As-is Scenario Map to find opportunities for improvement.



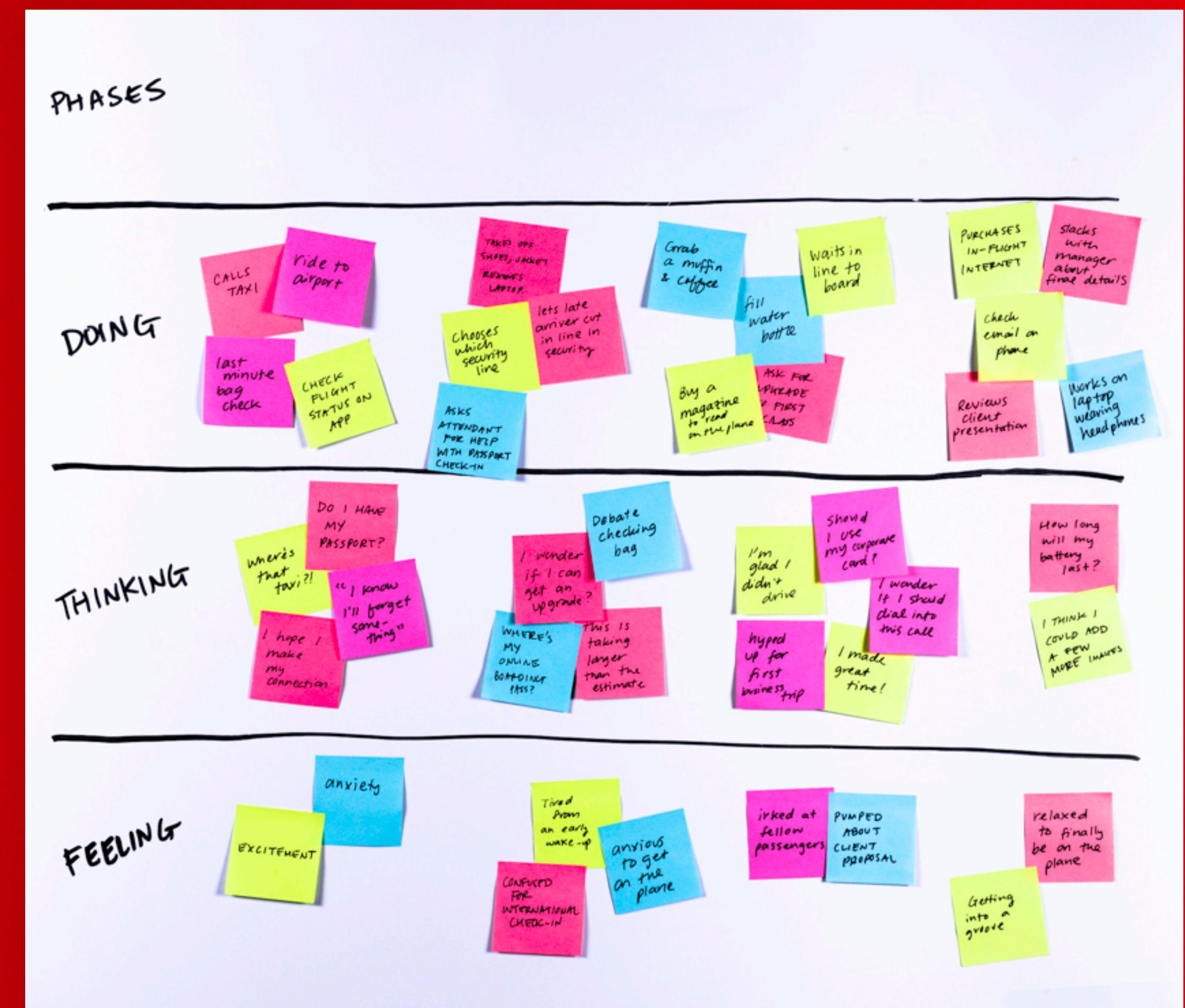
To-Be Scenario Map

60 min

CLUSTER PHASES

Cluster similar stickies, refine the order, and draw rough columns to represent the phases of the future experience.

Then, name each phase.

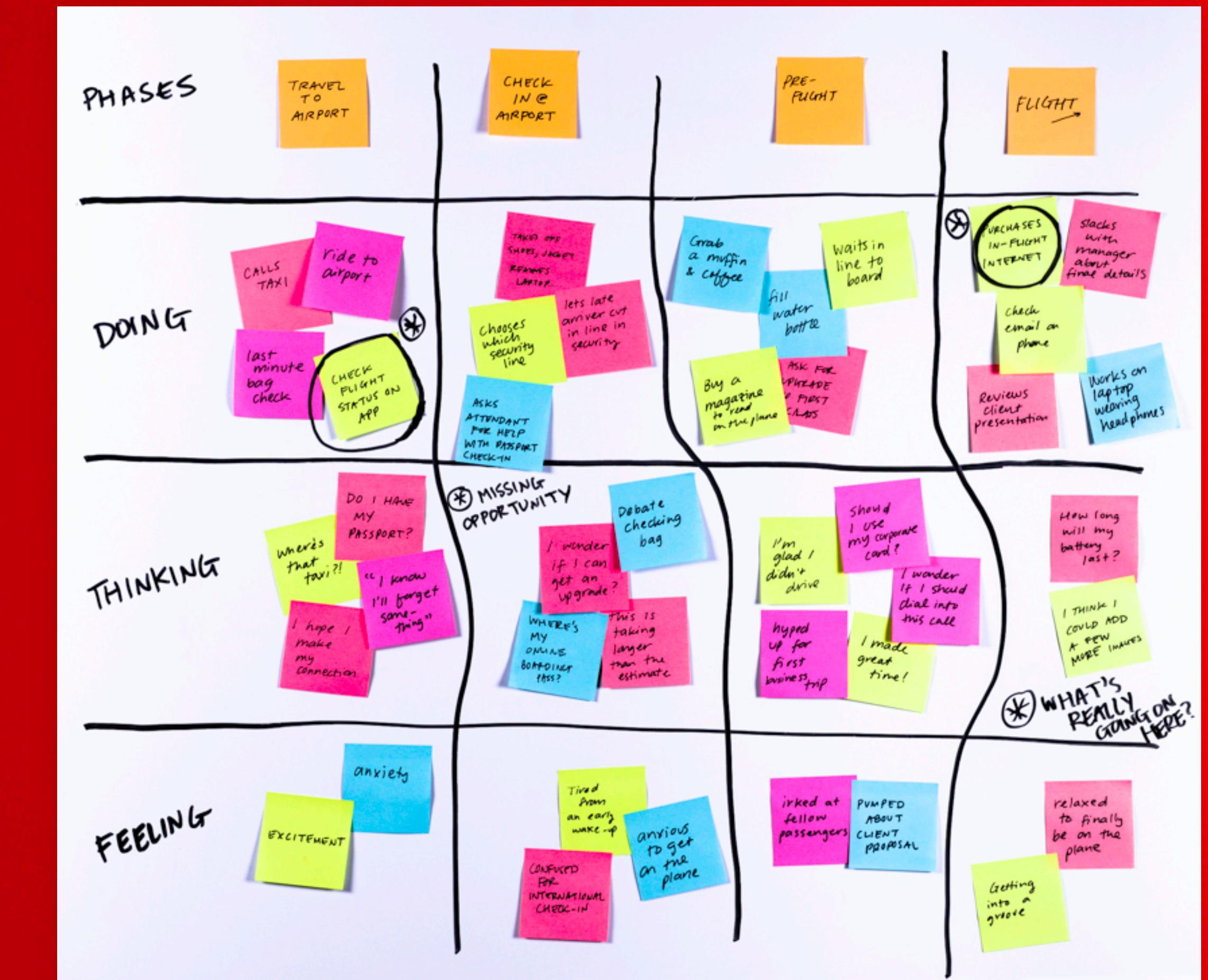


To-Be Scenario Map

60 min

IDENTIFY HIGHS AND LOWS

Circle and label areas that are particularly positive or negative for your user. Compare this map to your user's current experience. How can this new scenario improve it?



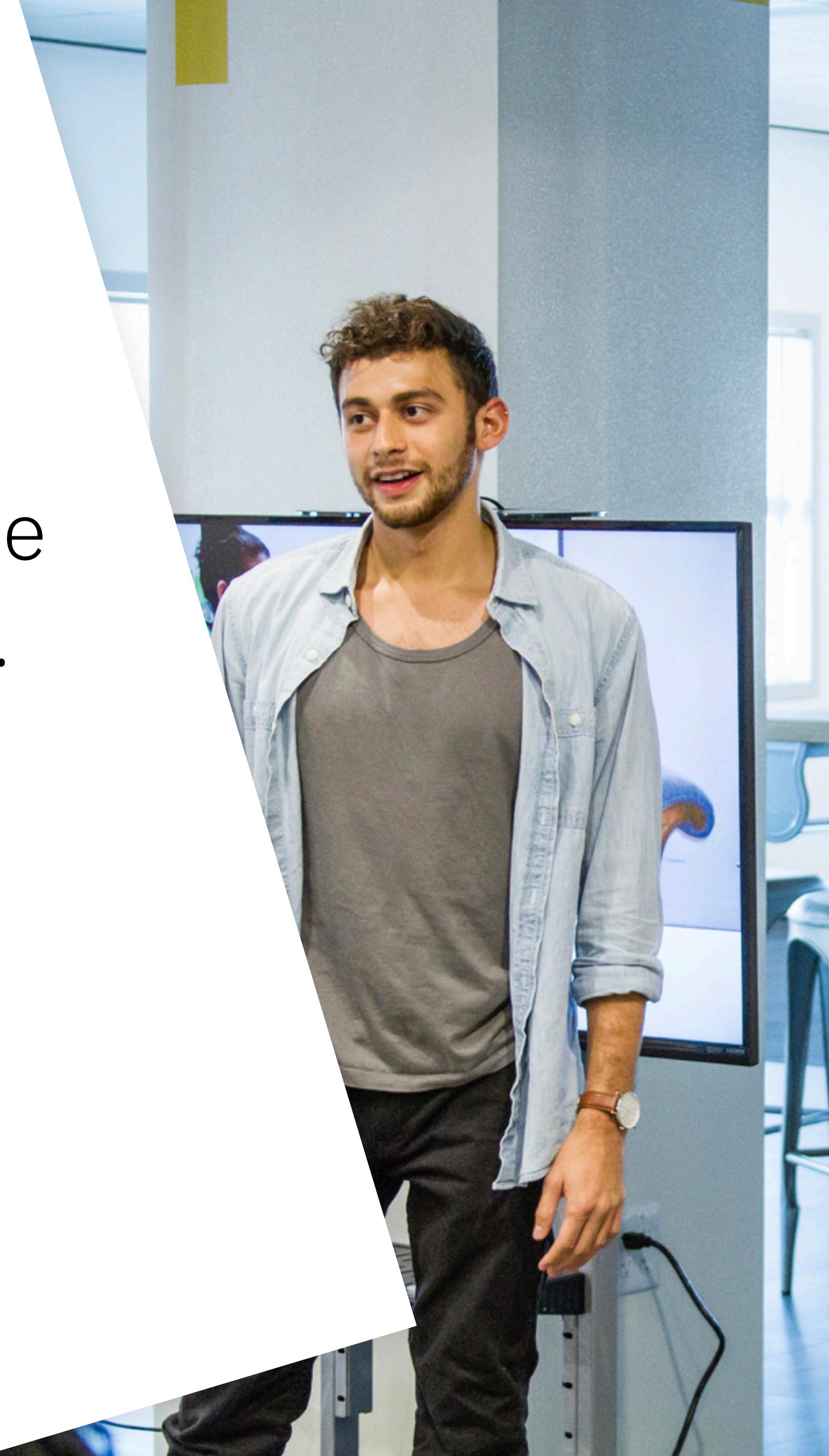
To-Be Scenario Map

60 min

PLAYBACK

Choose one to two people to present the To-be Scenario Map.

- **Example goal:** Assign a workstation to a new employee.
 - How does your idea impact your user's experience?
 - Where are there still gaps?



**Enterprise
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TOOLKIT

To-be Scenario Map