

Enterprise Design Thinking

by IBM

TOOLKIT

As-is Scenario Map

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INTRODUCTION

Why do you use this activity?

Build out a better understanding of our user's current experience in order to identify opportunities for improvement.

INTRODUCTION

When should you use this activity?

Use As-is Scenario Maps as your team begins a new body of work to uncover what the team collectively knows or doesn't know. You can also use it when you need to make sense of research data.

We suggest **30 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.

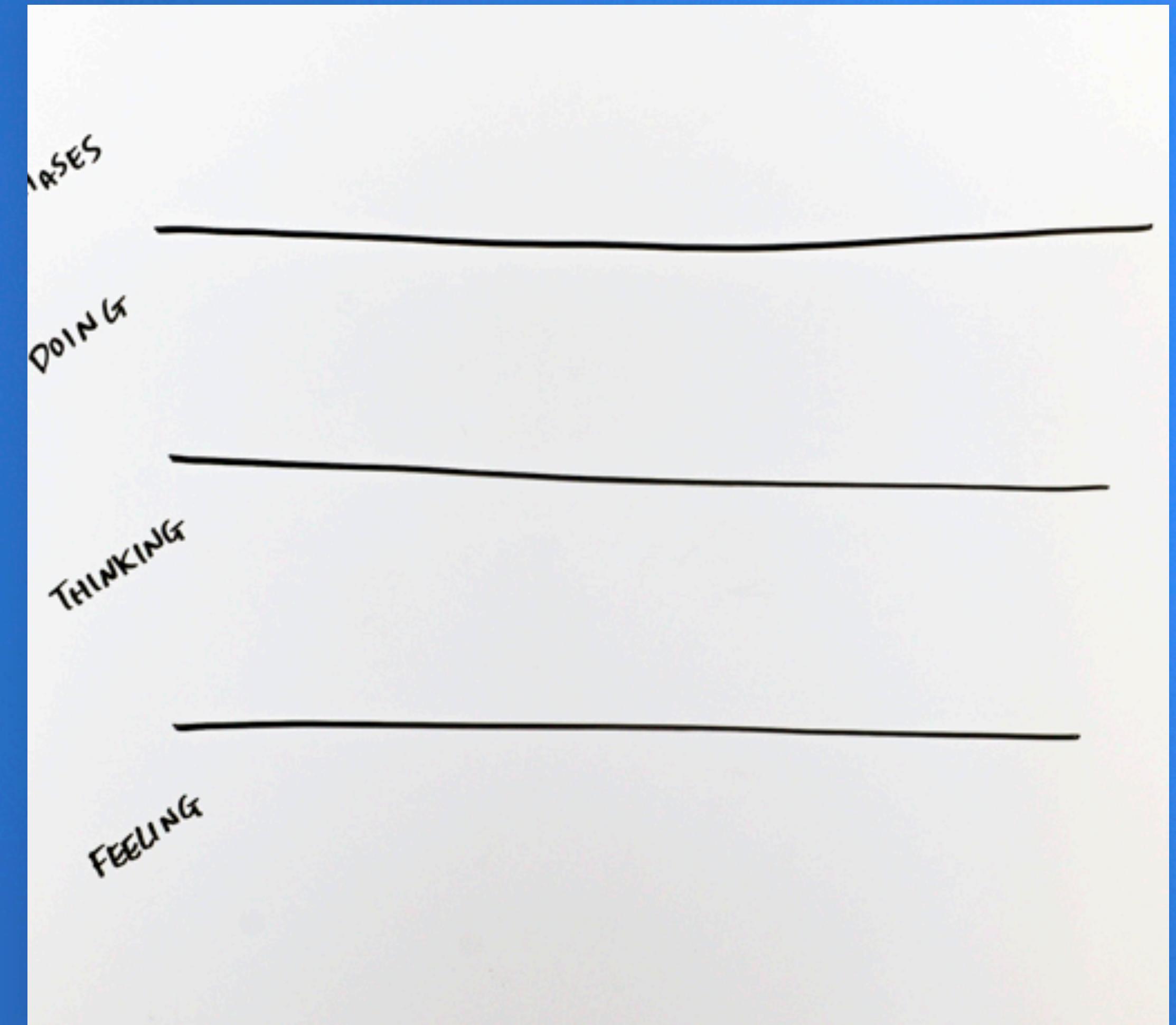
Ready, set, go!

As-Is Scenario Map

30 min

SETUP

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



As-Is Scenario Map

30 min

BRAINSTORM

Individually brainstorm. Ask yourselves, “What is our user doing, thinking, and feeling throughout their experience?” Fill in the corresponding rows, using one sticky note per answer.



As-Is Scenario Map

30 min

REVIEW AND CLUSTER

Cluster similar stickies, refine the order, and draw rough columns that represent the unique phases of your user's current experience.

Name the phases as they become clear.



As-Is Scenario Map

30 min

IDENTIFY HIGHS AND LOWS

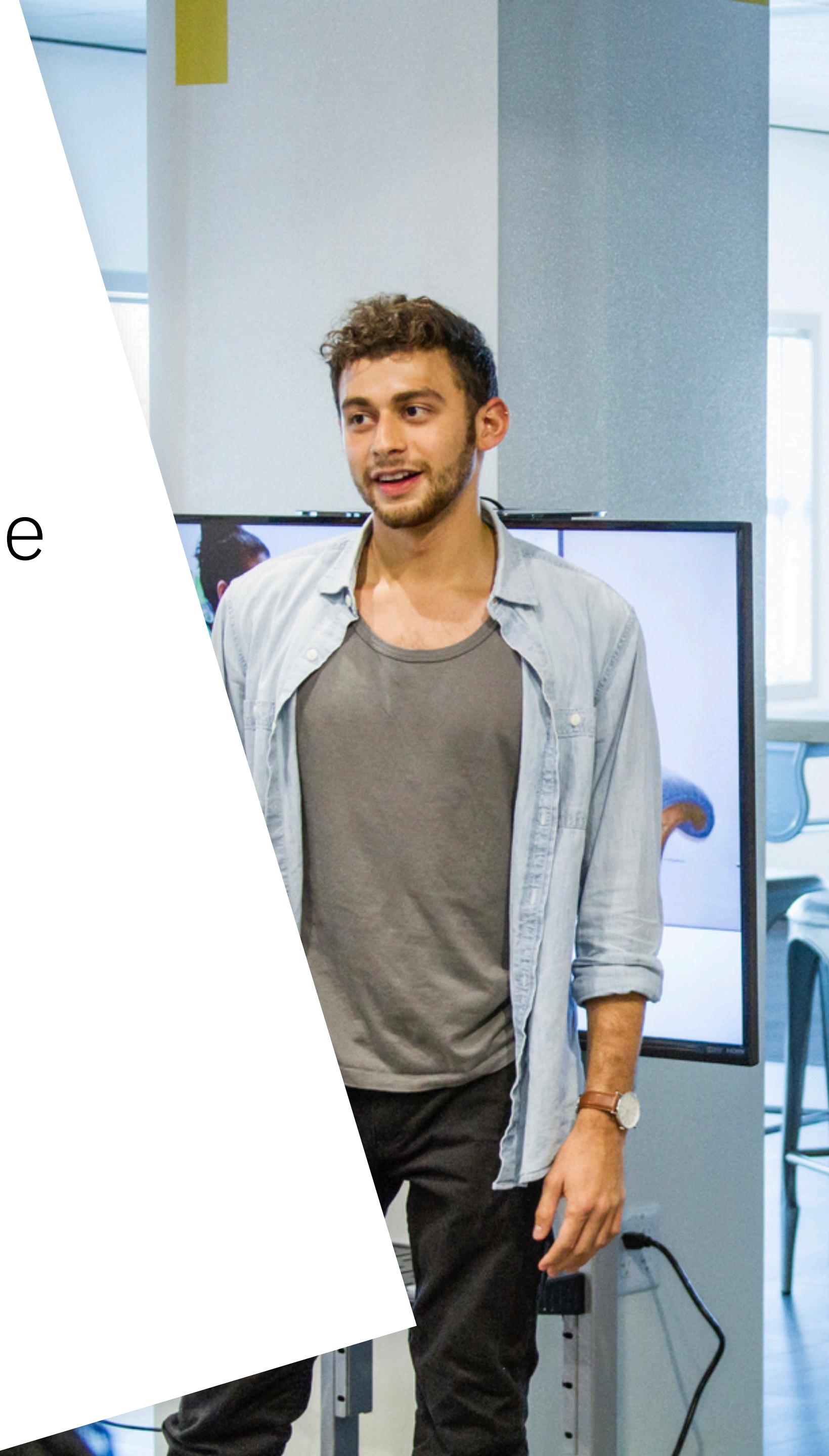
Circle and label areas that are particularly positive or negative for your user, and blank areas where you still need to learn more.



PLAYBACK

Choose one to two people to present the As-is Scenario Map.

- What areas are you certain are true?
 - Where are there still gaps in your team's knowledge?



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