

BESTBrands, Experience &
Social Technology

EXPERIENCE MAP

Outline + overhaul the experience! This is individual assignment No.2 of three. It is due before class on *Tuesday, April 26*. Please submit a PDF of your one-pager to BEST.stanford@gmail.com. Thanks!

WHAT

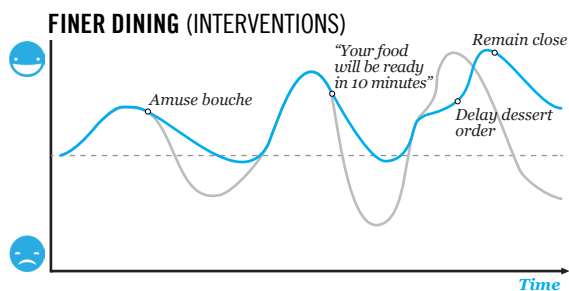
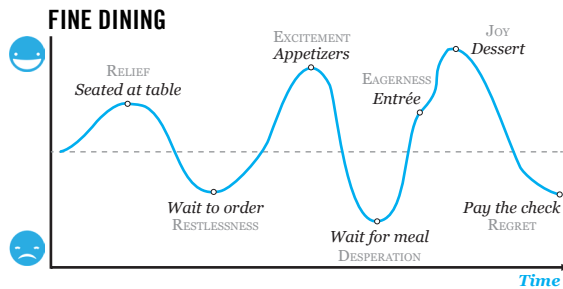
Create a one-page experience map that captures the emotional state of a user through an essential interaction with your brand. That experience can be anything from buying and unboxing a new BlackBerry to calling AT&T customer service. Whatever the experience, it should be one that informs a user's lasting attitudes and opinions about your brand. Your map should highlight the best and worst parts of the experience and how those moments relate to the brand's intended personality. You should try to demonstrate the following:

BRAND PERSONALITY. How does it feel to interact with this brand? How does that differ from what's intended? How does the user characterize the experience?

HIGHS & LOWS. Where does the brand succeed? Where does it fail? What causes those peaks and valleys?

INFLECTION POINTS. What are the critical moments where the brand could save the day? How could the brand respond in a way that reinforces its personality?

Communicate who your user is, what they expect from the brand, what the brand delivers, and how much more the brand could deliver in a way that's consistent with its personality.



The rough examples above show how, in the first graph, a user's experience at a three-star restaurant moves between positive and negative emotional states. The second graph shows how possible interventions could improve the user's overall impression of the brand. Please take this graph as a jumping-off point, you could as easily produce a storyboard, treasure map, photo essay, or boxplot to explain your user's experience. Be creative and have fun!

HOW

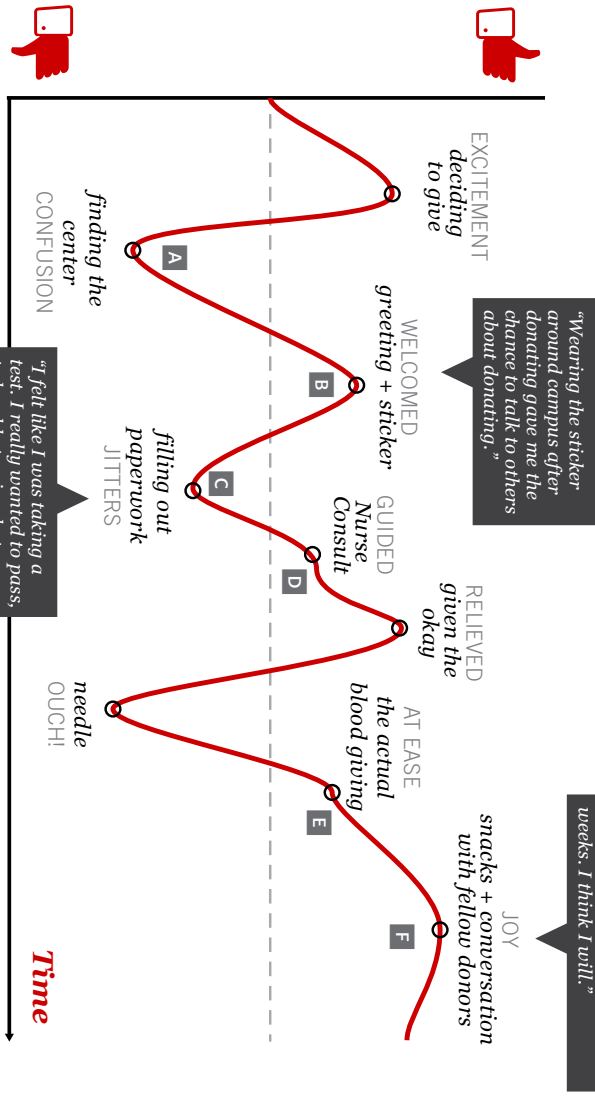
Plot the most important touchpoints within the experience – moments where people or materials representing the brand impact the user's emotional state (see Dana Cho's *Scenography*, *Scene Template*, and *Experience Blueprint* for several useful methods). The most successful experience maps will communicate creatively, demonstrate emotional insights, and clearly identify where transgressions against the brand attributes or personality could be prevented or repaired by solutions consistent with the brand.

INTERVIEW USERS. Try to unpack a user's emotional state throughout the experience and how that relates to the brand's intentions. Try to understand what they feel, what they care about, and what that implies.

PUT US IN THEIR SHOES. Using photos, artifacts, or vivid descriptions, communicate what your user went through. You will be evaluated on (1) Creativity, (2) Persistence, (3) Thoughtfulness, (4) Thoroughness.



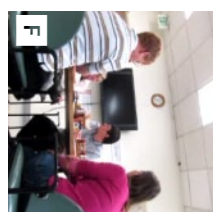
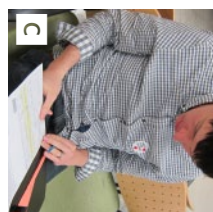
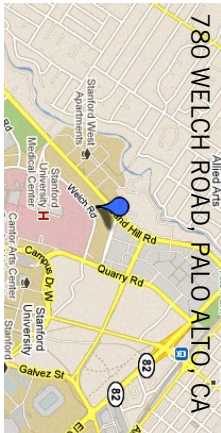
STANFORD BLOOD CENTER EXPERIENCE MAP



BRAND vs EXPERIENCE

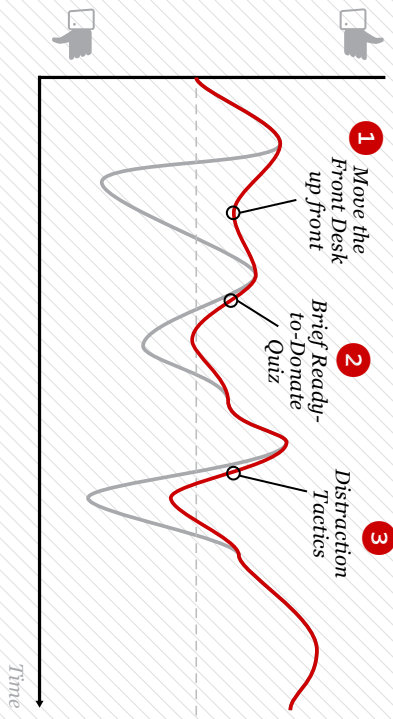
The Stanford Blood Center focuses on providing a competent, caring, and comfortable blood donation experience. Users range from first-time donors, to donors who give every few weeks, year after year.

For the most part the experience was in keeping with the Center’s intentions, but a few interactions – specifically figuring out where to go, filling out paperwork with the unknown of “am I a viable candidate to give?”, and that unavoidable needle prick – serve to undercut an otherwise meaningful experience.



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Brett Westervelt

INTERVENTION POINTS

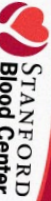


- BE UP FRONT**
Currently, the Donation Center’s Front Desk is in the back of the waiting room, and the room itself is hard to find in the context of the larger building. Move it up front, just inside the front door to provide a great welcome experience.
- ALLOW FOR AN EARLY EXIT**
It’s frustrating to get well into the entry process only to find out you aren’t a candidate to give. The visit could start with a shorter quiz that screens for major disqualifying issues.
- LESS NEEDLE, MORE HAYSTACK**
The needle prick can be one of the more negative parts of the donation experience. Elsewhere, doctors use a prickly plastic pad to confuse nerve endings around a needle-injection point. The Center should incorporate this or other crafty distraction tactics.

thank you

Stanford Blood Center gets a big thumbs up for following up with a post-donation thank you email.

From: givedblood@sbcdonor.org
Subject: Thank you for donating with Stanford Blood Center!



Thanks so much for your recent visit! By taking time out of your busy schedule, you’ve helped us give patients the chance to live full lives and to spend time with loved ones.

We hope you’ll continue to donate on a regular basis. We—and patients in local hospitals—appreciate it!

It would be very helpful to us if you could take a few minutes to complete a [survey](#) about your donation experience. We always strive to improve, and your feedback is invaluable in helping us do that.

Connect with us online!