

# EXPERIENCE MAP

A graphical representation of people's experiences including processes, interactions and emotions.

## Why

It identifies what happens, what is working well and where there is opportunity to make improvements within a particular process or care journey. It enables similarities and differences in people's perception of their experiences to be identified.

## When

**Experience based codesign (EBCD) approach (inner circle)**

Understand phase

**Redesign Model (outer circle)**

Diagnostics and solutions phases

## How

1. Collect the information from the gather stage of the experience-based codesign process (e.g. interview transcripts).
2. Get some new butchers paper and stick it on a wall.
3. Choose a layout. Timeline is the most common layout.
4. Use sticky notes (one colour only) to create a timeline of the process or care journey that you are working on horizontally across the top of the paper.
5. Draw a horizontal line to divide the timeline into as many sections as needed to plot patients, family and staff experiences.
6. Segment coloured sticky notes to represent positive experiences, negative experiences, verbatim comments and ideas for improvement.
7. Start with one group and refer to the information from the 'gather' phase. Identify the first point in the process where people have described their experiences.
8. Pick out the emotion words used and write each one on a separate relevant coloured sticky note. Stick it at the point in the process where the experience occurred. Remember to place this in the specific horizontal segment representing patient, family or staff experience.
9. Work through the data and find the most memorable quotes. If you have a transcript, cut out the quote and stick it where it fits best on the timeline or write the quote on a sticky note and stick it on the timeline. Do the same for any ideas.
10. Work through all of the groups (patient, family and staff) until you have transferred the data onto the paper.

## Time

1.5-2 hours

## Resources

- Experience data from the gather phase
- Butchers paper or flip chart paper
- Sticky notes
- Marker pens

## Tips

- Use sticky notes so that you can move things around as you develop the experience map
- Look for emotion words (refer to emotional word wheel)
- Pick out any important verbatim comments, e.g. 'the beeping of the pump terrified me'.
- Pick out any ideas for improvement, e.g. 'If I had known the beeping was normal and meant to happen, I would not have felt terrified. An information card would be useful'.

