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User Experience Mapping Techniques

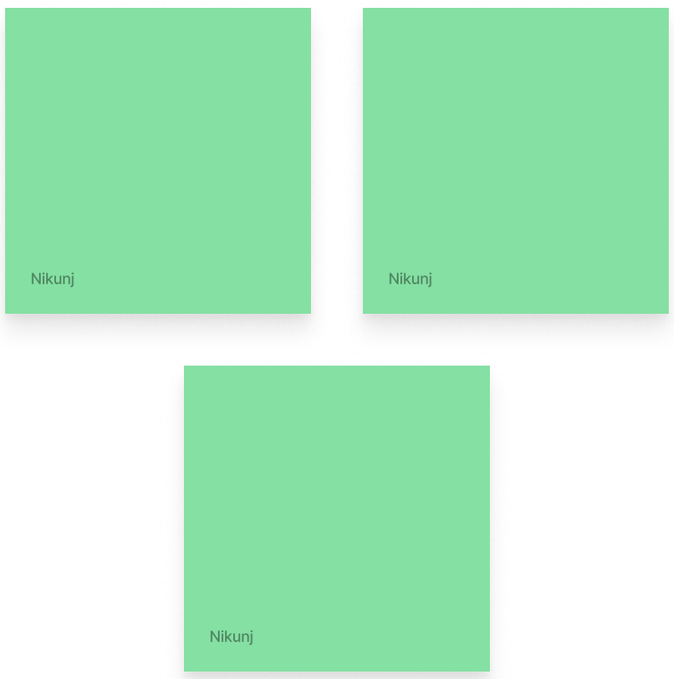
User experience mapping techniques help visualize and understand how users interact with a product, identify pain points, and improve overall experiences. These methods guide design decisions by offering insights into user behavior, emotions, and needs throughout their journey.



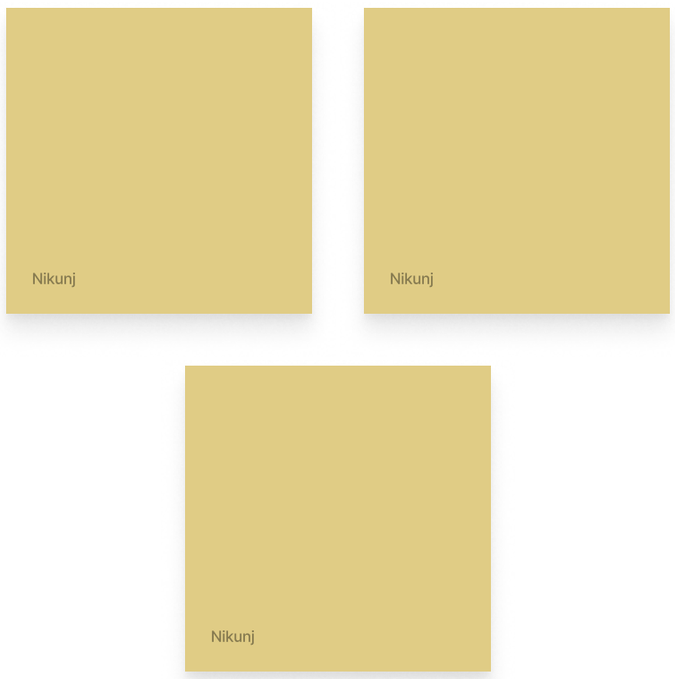
Nikunj Chaurasiya, Sr. UX and UI Designer

Affinity Map

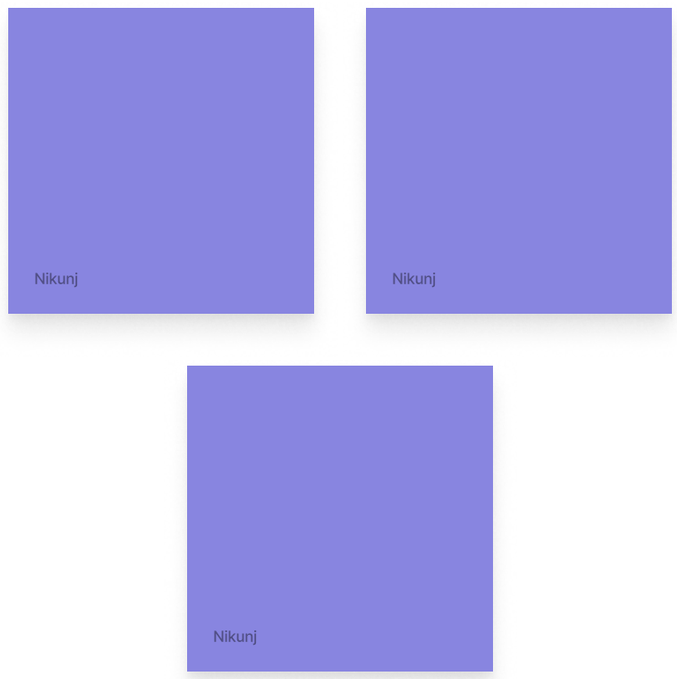
Pattern - 1



Pattern - 2



Pattern - 3



Definition

A collaborative technique for organising data and insights into related groups to uncover patterns and themes.

Purpose:

To synthesise research findings, identify trends, and prioritise key areas for design or decision-making.

Empathy Map

Say

Nikunj

Nikunj

Nikunj

Think

Nikunj

Nikunj

Nikunj

Feel

Nikunj

Nikunj

Nikunj

Do

Nikunj

Nikunj

Nikunj

Definition

Visual tools to understand user perspectives by focusing on what they say, think, feel, and do.

Purpose:

Builds a deeper connection to user needs and motivations.

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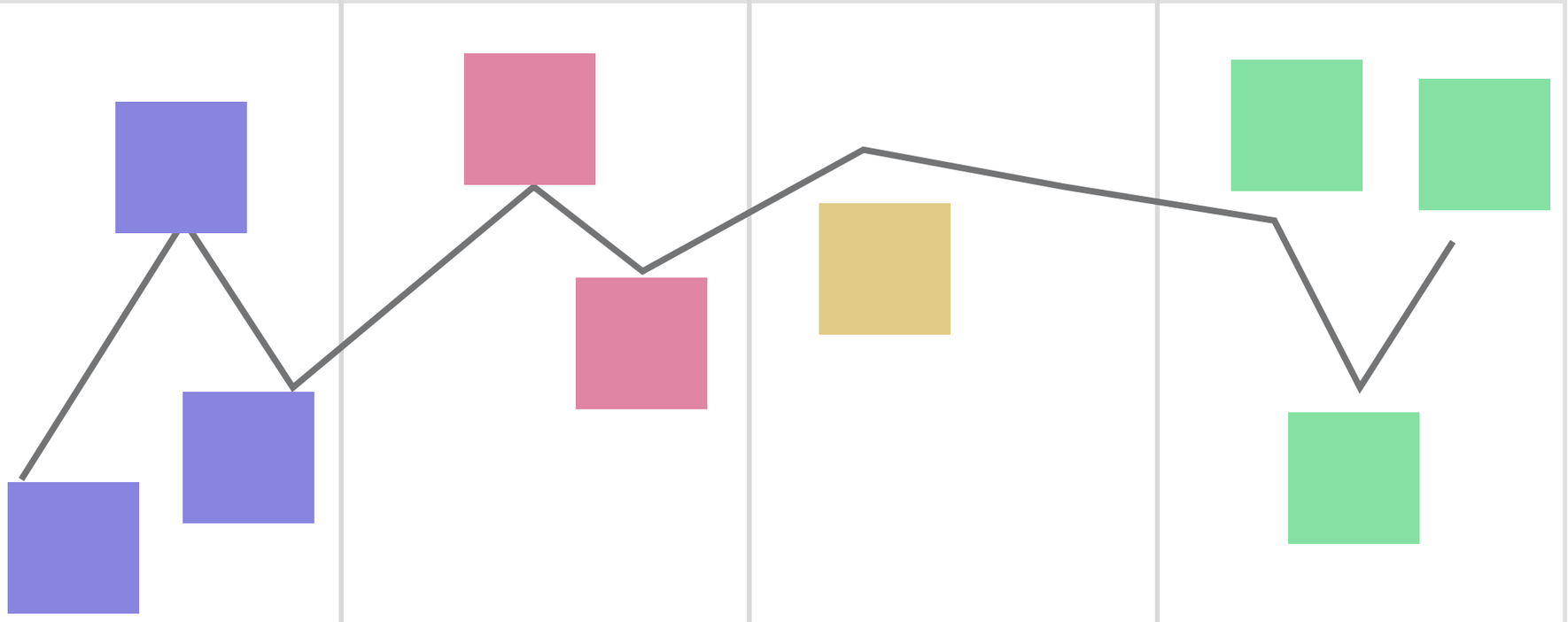
Customer Journey Map

Phases	Stage - 1	Stage - 2	Stage - 3	Stage - 4
Actions				
Thoughts				
Emotions				
Opportunity				

Definition

Illustrates the user's end-to-end experience with a product or service

Purpose:

Helps identify touch points, pain points, and emotional highs and lows throughout the journey.

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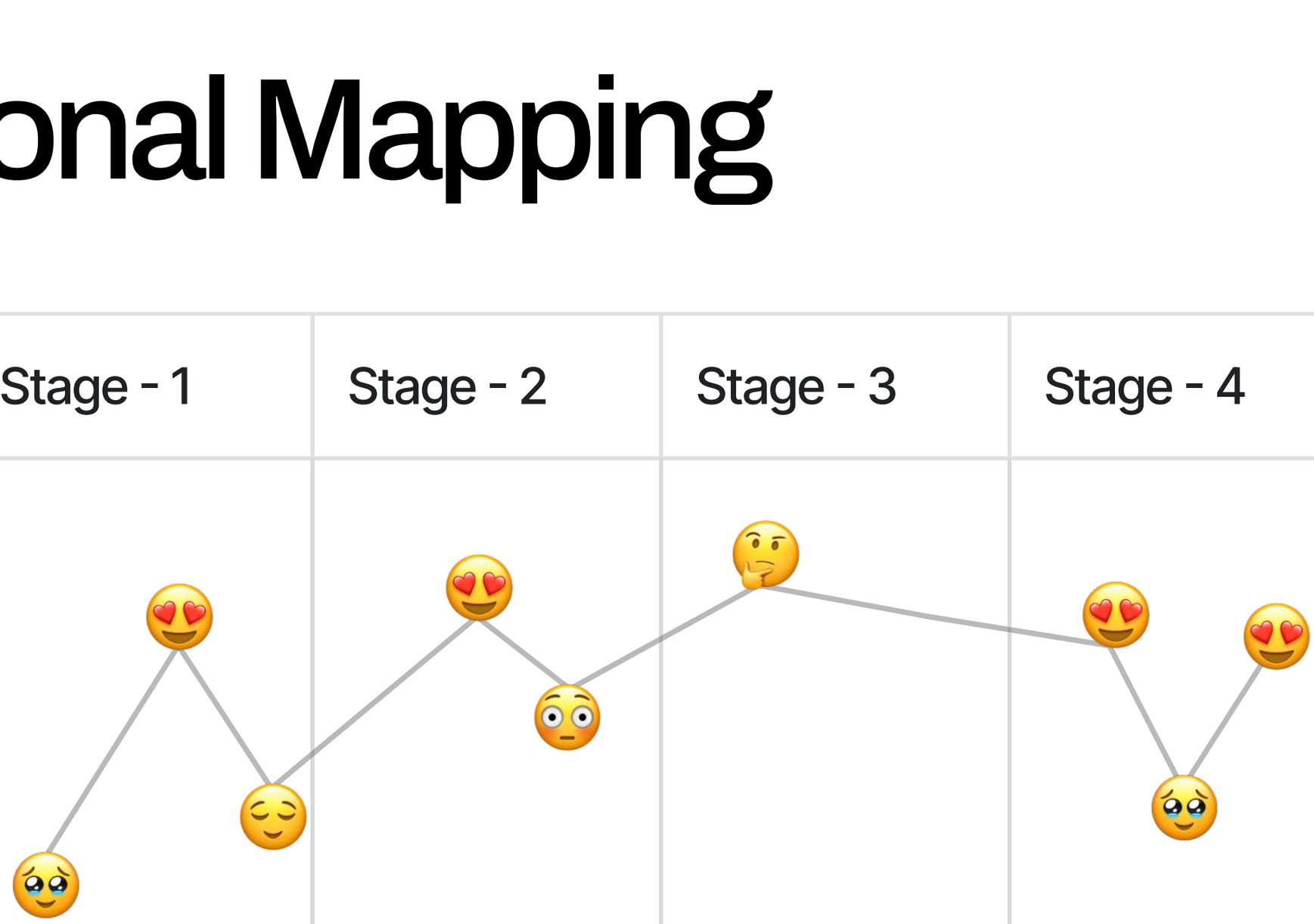
Emotional Mapping

Phases	Stage - 1	Stage - 2	Stage - 3	Stage - 4
Actions				
Thoughts				
Emotions				
Opportunity				



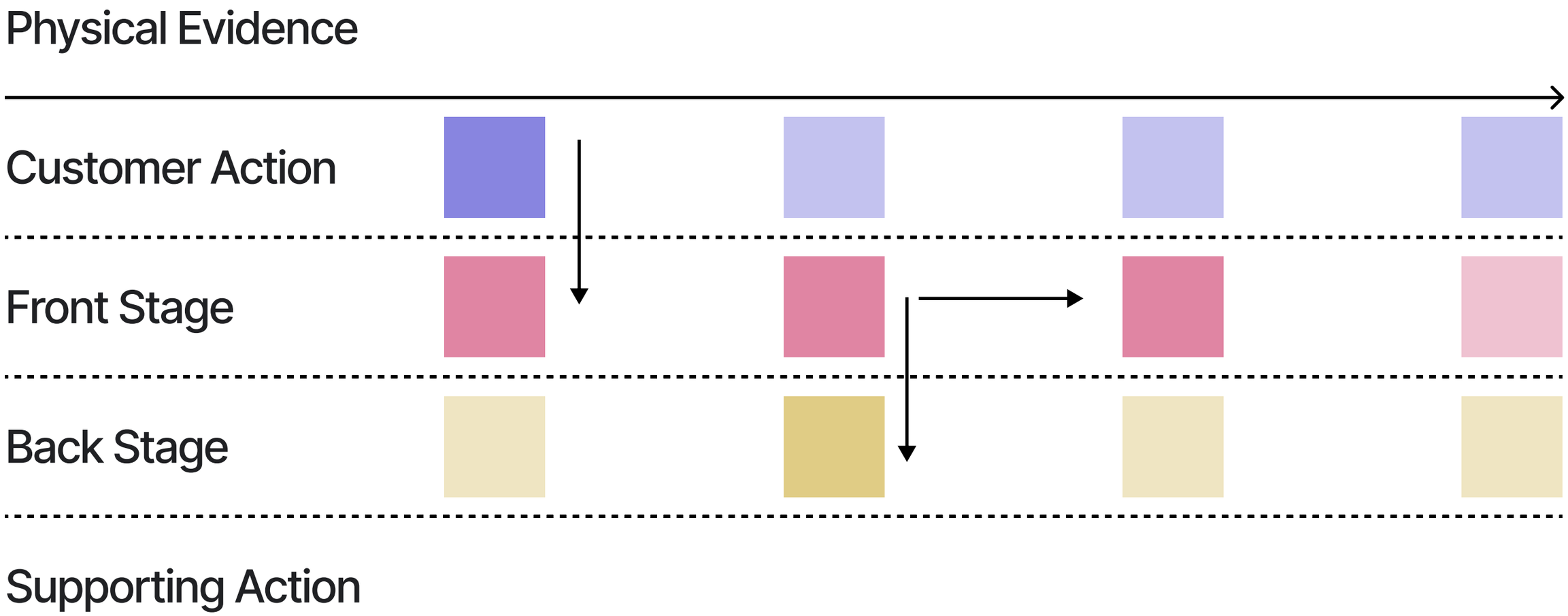
Definition

A method to track and visualise users' emotional responses during their interaction with a product.

Purpose:

To enhance user experience by addressing emotional highs and lows

Service Map (Blue Print)



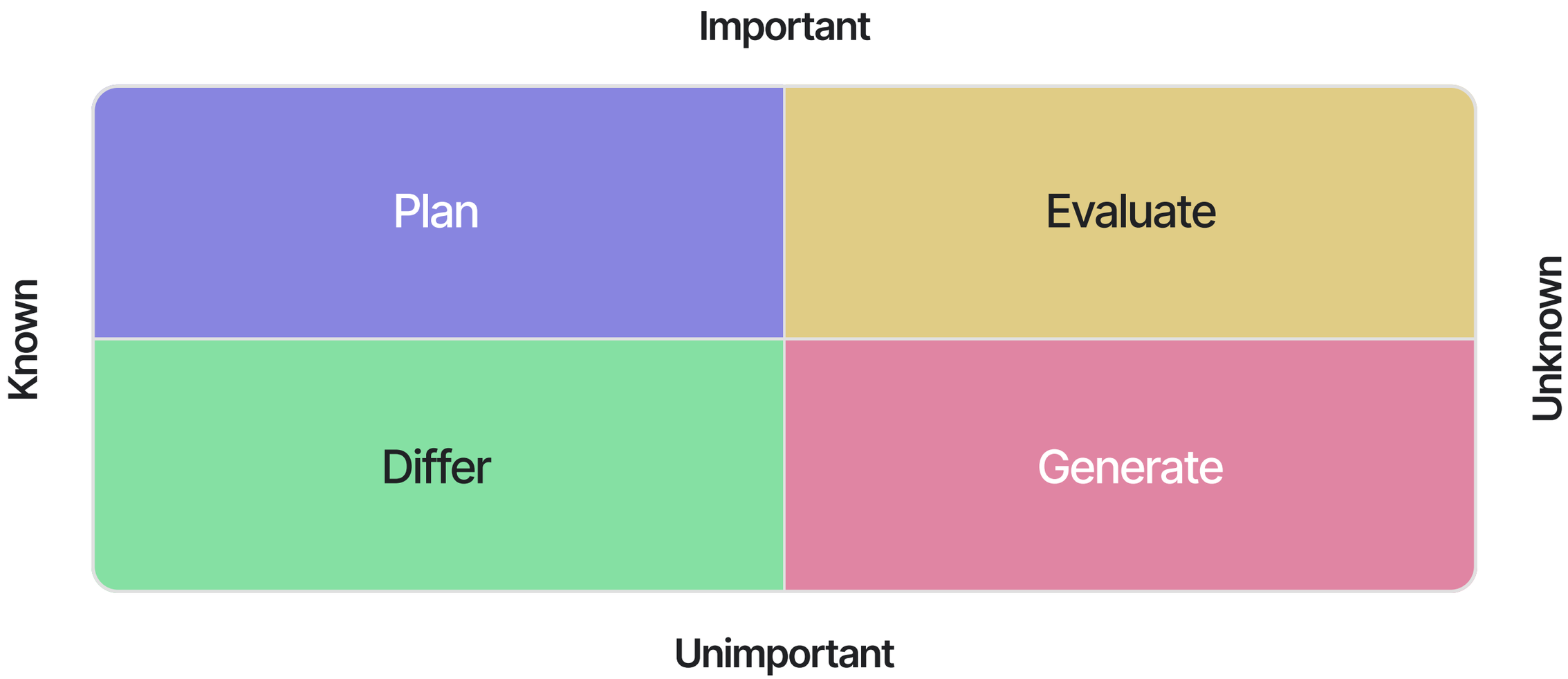
Definition

Maps the visible and invisible aspects of service delivery, including user actions, front-stage interactions, and back-stage processes.

Purpose:

Highlights dependencies and opportunities to improve service efficiency.

Assumption Map



Definition

A visual tool used to identify, categorise, and evaluate assumptions made during the design or product development process.

Purpose:

To uncover and validate assumptions, helping teams prioritise testing and minimise risks in the design process.

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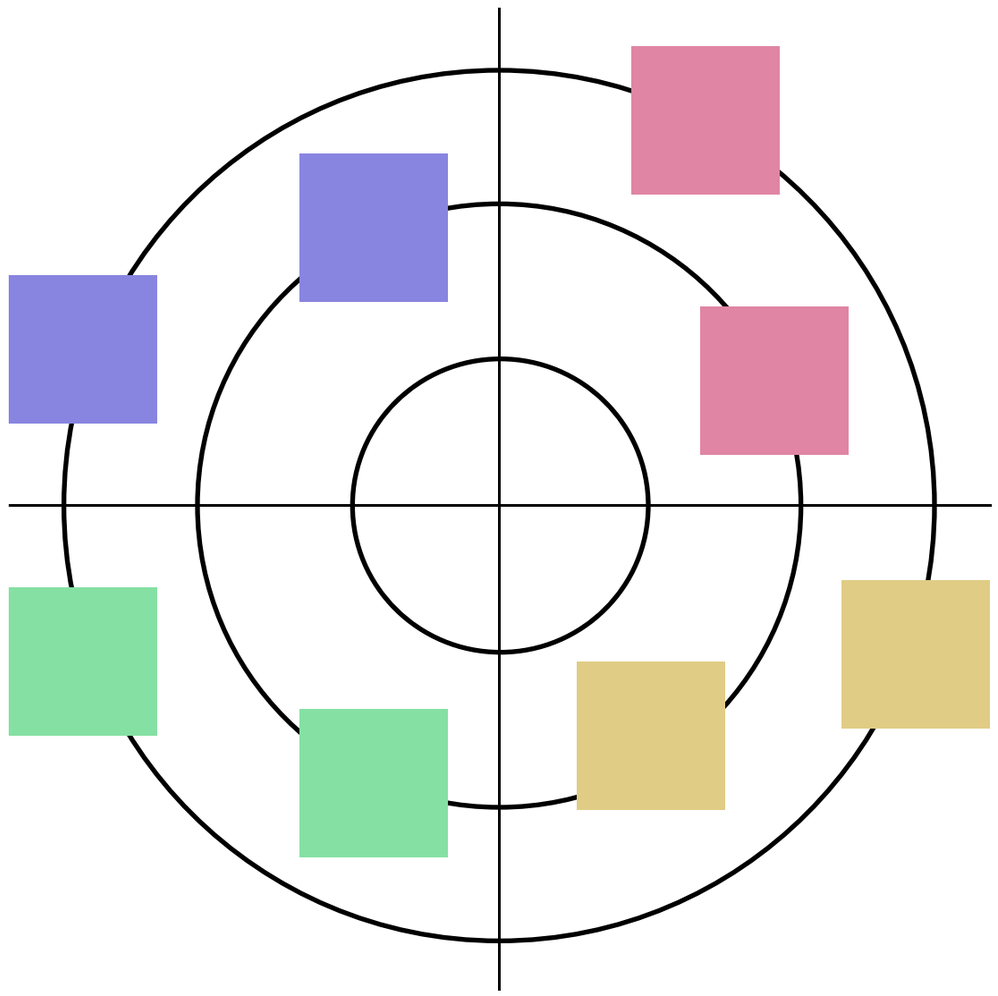
Eco System Map



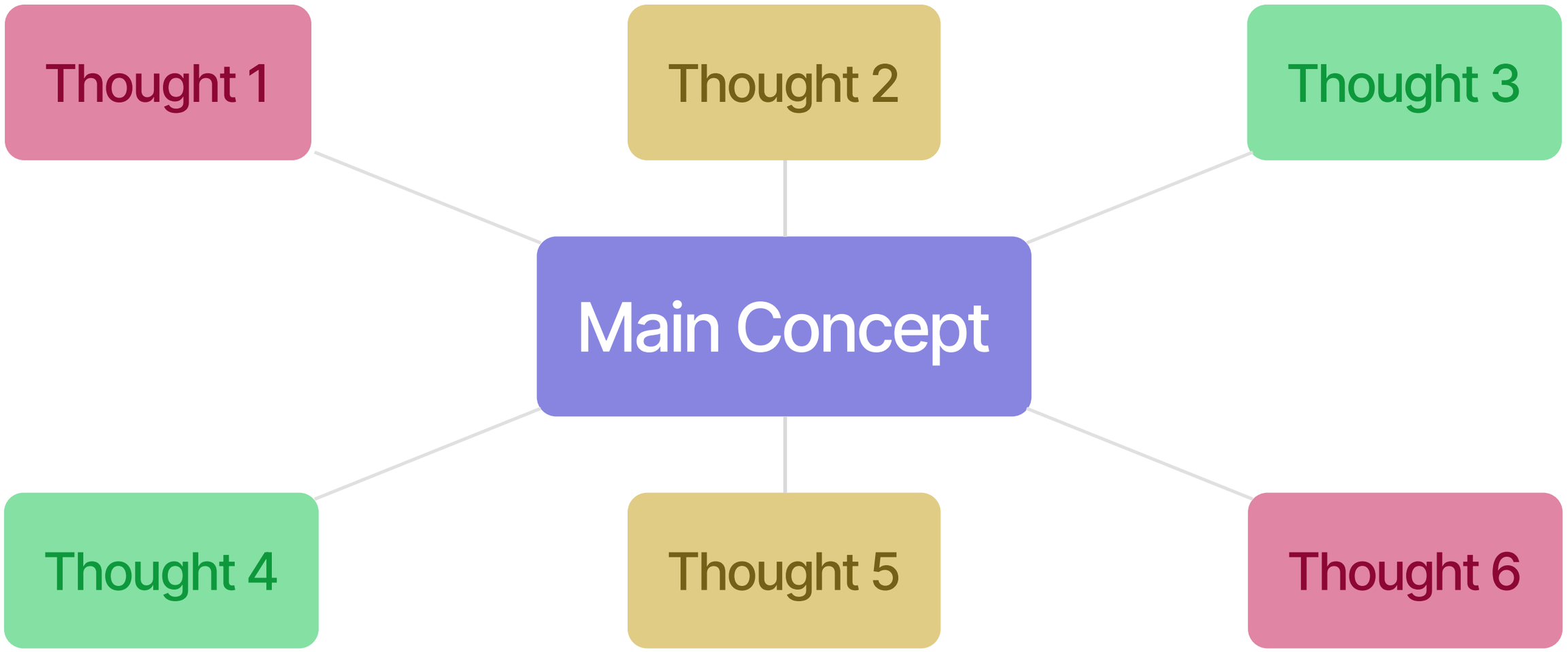
Definition

A visual representation of the key components, stakeholders, and interactions within a product or service's environment, including users, systems, and external factors.

Purpose:

To map interactions between key elements in the product ecosystem, identifying opportunities for improvement.

Cognitive Map



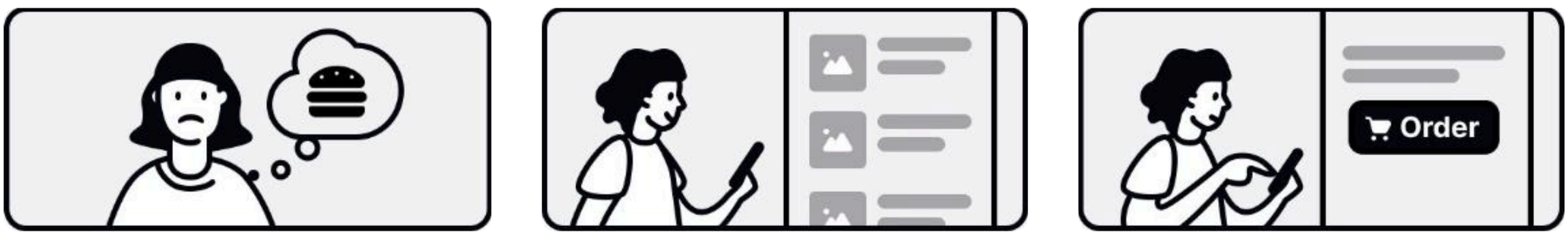
Definition

A visual representation of how users mentally organise information, concepts, or tasks.

Purpose:

To understand how users perceive and navigate information, aiding in design decisions that align with their mental models.

Scenario Map



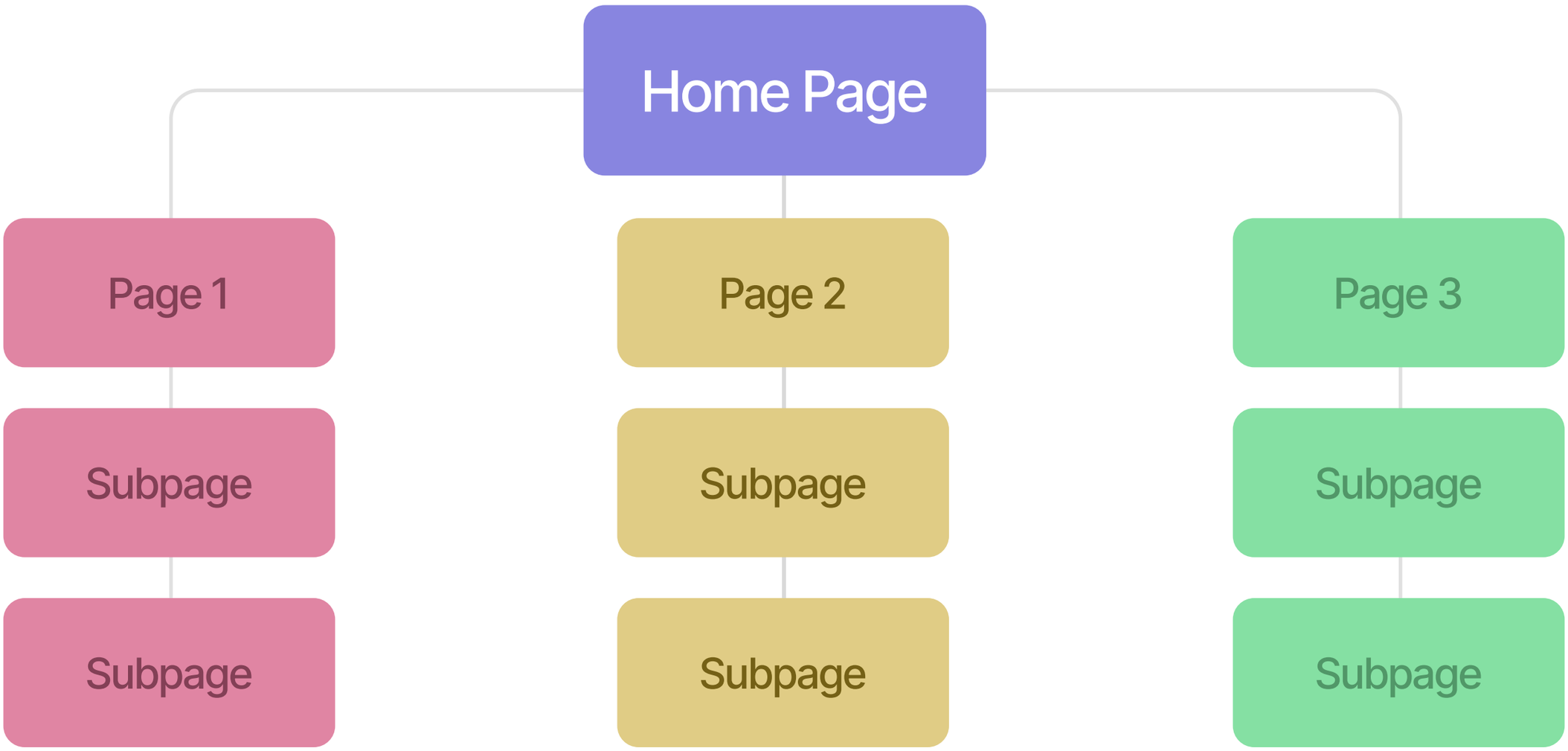
Definition

A visual representation of user scenarios and interactions with a product.

Purpose:

To ensure designs address diverse user needs in different contexts.

Site Map



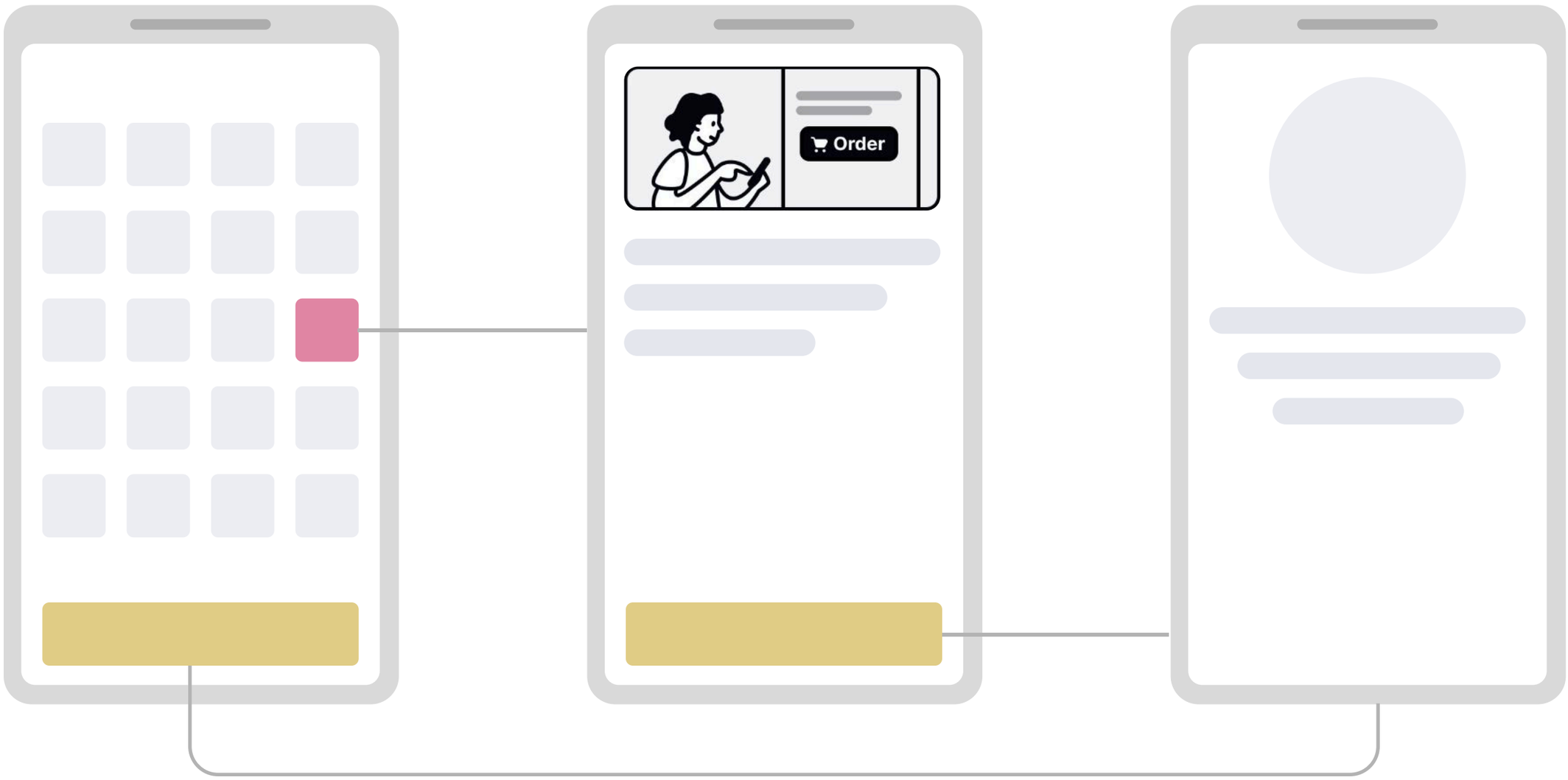
Definition

A visual representation of a website's structure, showing pages, categories, and their relationships.

Purpose:

To plan and organise content, ensuring a clear and intuitive navigation flow.

Flow Map



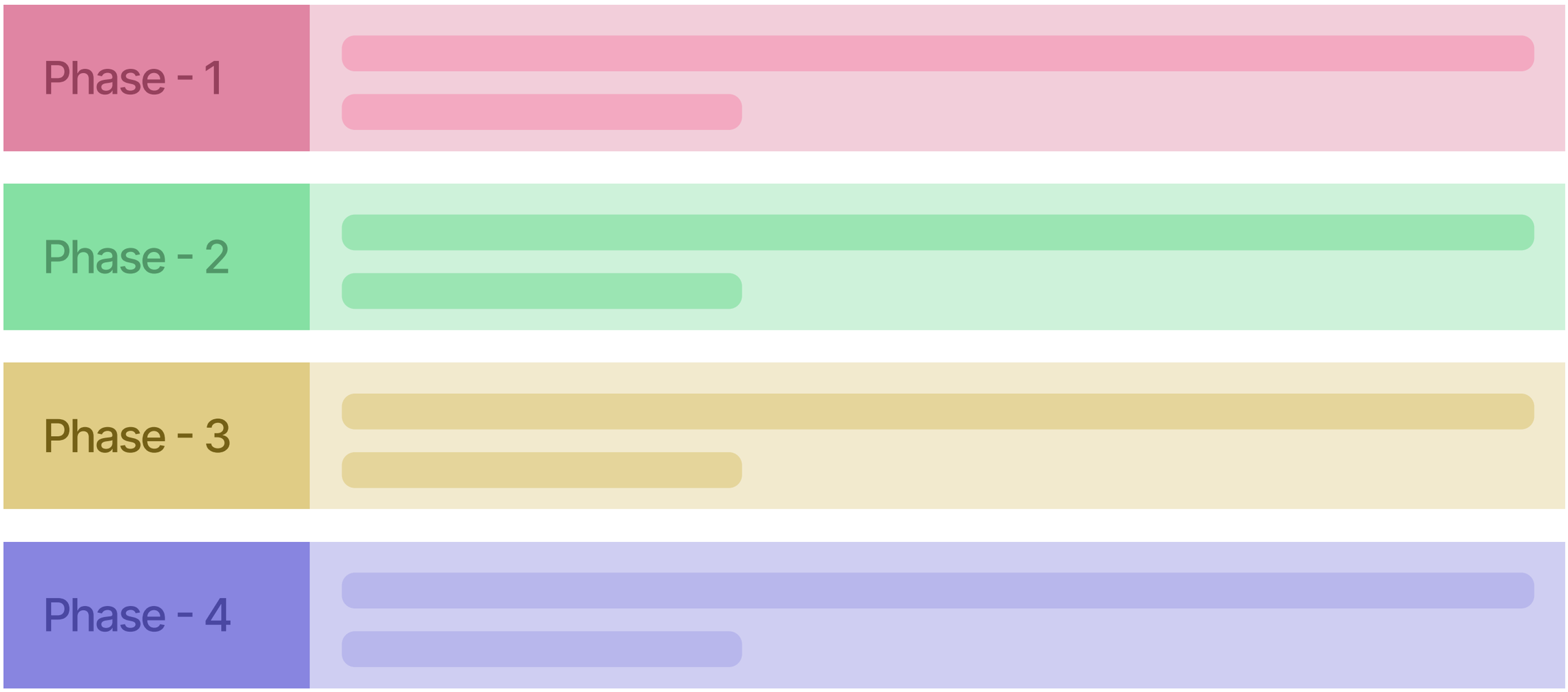
Definition

A visual representation of the steps or stages users take to complete a task, showing the flow of actions.

Purpose:

To understand user journeys and optimise task efficiency by visualising decision points and paths.

Road Map



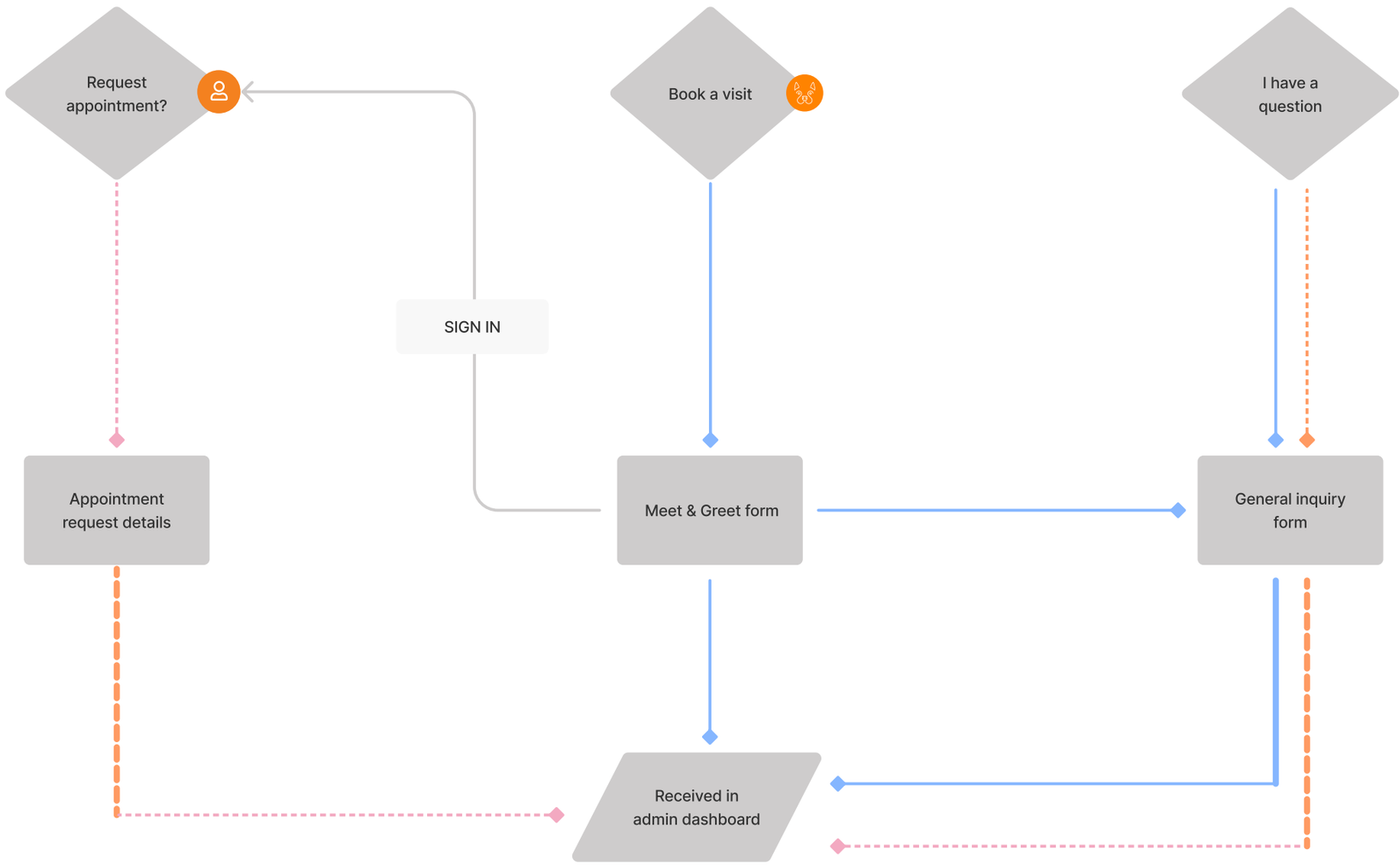
Definition

A strategic plan that outlines the timeline, goals, and milestones for a product or project’s development.

Purpose:

To provide a clear direction for progress, prioritise tasks, and align stakeholders on the product’s long-term vision.

User Flow



Definition

A visual representation of the steps a user takes to complete a specific task or goal within a product or service.

Purpose:

To map out the most efficient and intuitive paths users take, improving navigation and user experience.