REFINING AND EXPERIMENTING YOUR IDEA

Now that your team has an idea. How would a person interact with your product or service. A great way to learn this is through experience mapping: an end-to-end experience of how a user

GUIDE

1. Select a user for your product or service. Give the person a name and list the characteristics about them like: age, family details, work etc

2. As a group, visualize the experience that a user might have with your idea over time. Ensure that you have a beginning, a middle and end. How will a user find out about your idea? what experience will they have? How does the experience end? Keep into consideration the place, time, relationships to provide context. What your

3. As a group, discuss your story. Are there key steps missing? What insights or recommendations do you see? Any key questions we need to answer by testing with users at a given stage?

4. Upload your work on http://upaccelerate.co.ug Open your submission and include it under supporting documents.
Example of an experience map

Try using this example toolkit from Open IDEO in order to develop your experience map

Describe your idea in one sentence

#Darkbus is a service that enables riders to easily report buses with broken lights or drivers who will not use them so that officials can direct resources to fix these dangerous conditions

<table>
<thead>
<tr>
<th>Name: Priscilla</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age: 28</td>
</tr>
<tr>
<td>Profession: Tailor</td>
</tr>
<tr>
<td>Any Other Key characteristics: She is a mother of two children</td>
</tr>
</tbody>
</table>

Concisely describe what is happening

Priscilla is riding the bus home from work. It is dark outside and dark inside the bus. A man touches her inappropriately, but she is unable to identify the perpetrator because the bus is dark and crowded.
Priscilla hears a commercial on the radio with information about the #darkbus campaign. The free telephone number and the hashtag are easy to remember.

The next week, Priscilla rides a dark bus home from work. When she exits the bus, she memorizes the license plate number.
Reporting the Problem:

She sends an SMS with the hashtag #darkbus and the license plate of the bus to the free telephone number.

Feedback:

Priscilla receives an SMS message confirming that she is the 8th person to report that bus this week. She learns that this information will be anonymously forwarded to the city government.
**ACTION FROM OFFICIALS**

Concisely describe what is happening

The next week on her way home from work, she sees a traffic officer inspecting the lights on a stopped bus.

**PROBLEM IS FIXED**

Concisely describe what is happening

One month later, Priscilla rides home safely on the bus. The inside lights are on and she feels safer. She texts #lightbus to the free telephone number.
Now, develop your experience map