

CHALLENGE 1

WOMEN'S SAFETY

## CREATE AN EXPERIENCE MAP

An experience map will help you break your idea into smaller, manageable components and understand your target user's perspective. It is a visual exercise, but it doesn't have to be fine art. The purpose is to think about your concept in a new way, so simple sketches and all skill levels are welcome!

We recommend using the attached template and working with a small group of collaborators – getting multiple perspectives is key.

### Step-by-step guide:

1. Together with your group, select a user for your product or service. Give this person a name and write down a few characteristics about them: name, age, and daily routine.
2. Think about the experience that a user might have with your idea over time. How will your user first find out about your idea? What will their first experience with the product or service be like? How does their daily life change as a result?
3. Draw the key moments that your team has just identified in the space provided on the Experience Map template. Rough sketches and stick figures are fine – you don't need to be an artist. Tip: Limit the key moments you plot out to six or less.
4. As a group, discuss the experience map you've just created. Do you need to rearrange the order of the sketches? Are there key steps in the user journey that you've missed? Add them now.



5. For each moment you've sketched, give that moment a title in the space above the sketch and write a brief description of what's happening on the lines below.

### UPLOAD IT TO OPENIDEO

Once you are done, take a picture or scan your user experience map. Then go to your idea at [www.openideo.com](http://www.openideo.com), click the update button, and upload your experience map to the make it visual gallery.

## Create your own experience map

## EXAMPLE

**Describe your idea with one concise sentence.**

MY IDEA IS: #DARKBUS

#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.

**Draw and describe the ideal user**

**Title**

THE USER

**Name:** Pushpa

**Age:** 28

**Profession:** Tailor

**Any Other Key characteristics:** She is a mother of two children

**Concisely describe what is happening**

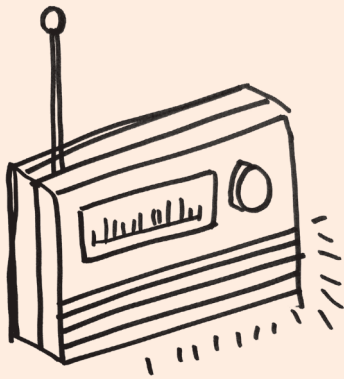
Pushpa is riding the bus home from work. It is dark outside and dark inside the bus. A man touches her inappropriately, but she is unable to identify the perpetrator because the bus is dark and crowded.



## EXAMPLE

Title

AWARENESS



#Darkbus

**Concisely describe what is happening**

Pushpa hears a commercial on the radio with information about the #darkbus campaign. The free telephone number and the hashtag are easy to remember.

Title

TAKING NOTICE

**Concisely describe what is happening**

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

EXAMPLE

Title REPORTING THE PROBLEM



**Concisely describe what is happening**

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

Title FEEDBACK

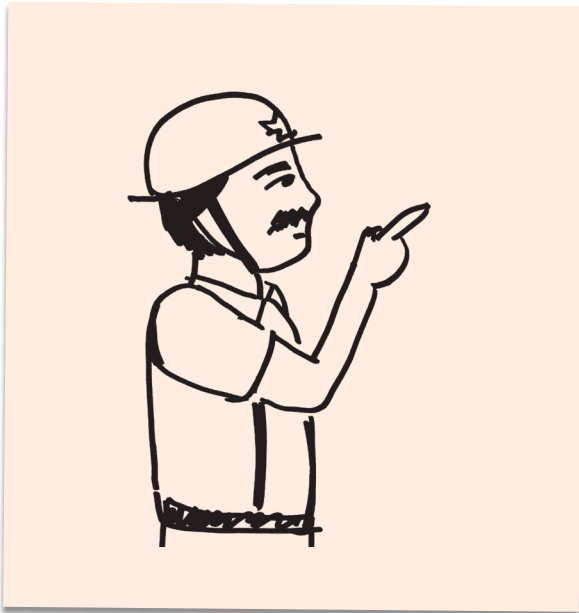


**Concisely describe what is happening**

Pushpa receives a confirmation SMS message telling her 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.

## EXAMPLE

**Title** 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.

**Title** PROBLEM IS FIXED



**Concisely describe what is happening**

One month later, Pushpa rides home safely on the bus. The inside lights are on and she feels safer. She texts #lightbus to the free telephone number.

### Create your own experience map

**Describe your idea with one concise sentence.**

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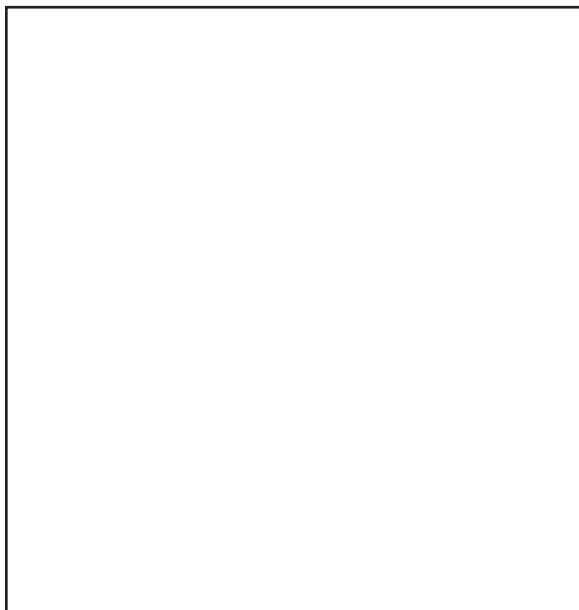
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**Draw and describe the ideal user**

**Title**



**Name:**

**Age:**

**Profession:**

**Any Other Key characteristics:**

**Concisely describe what is happening**

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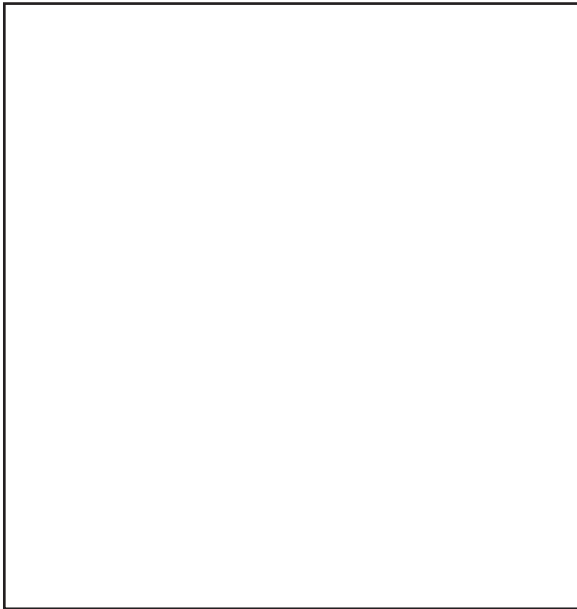
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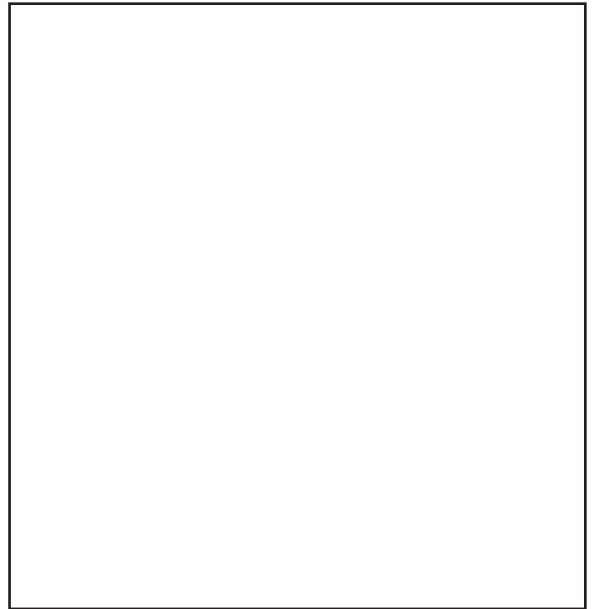
**Title** .....



**Concisely describe what is happening**

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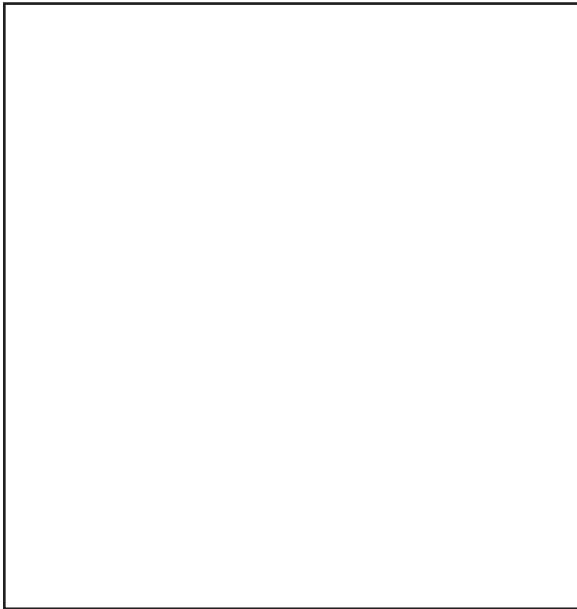
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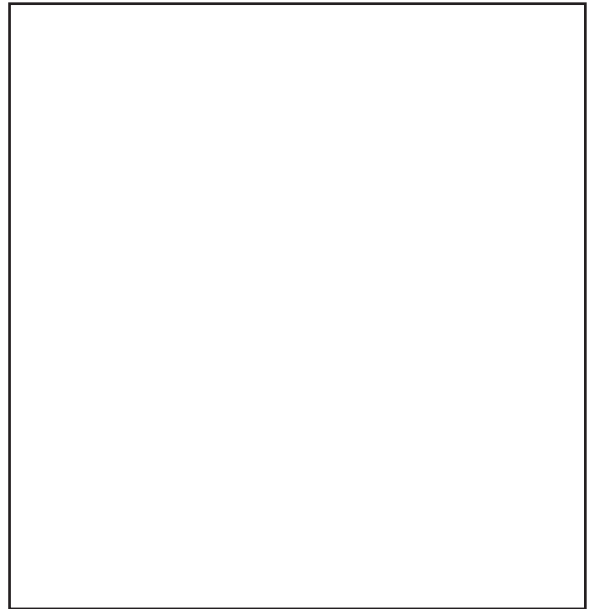
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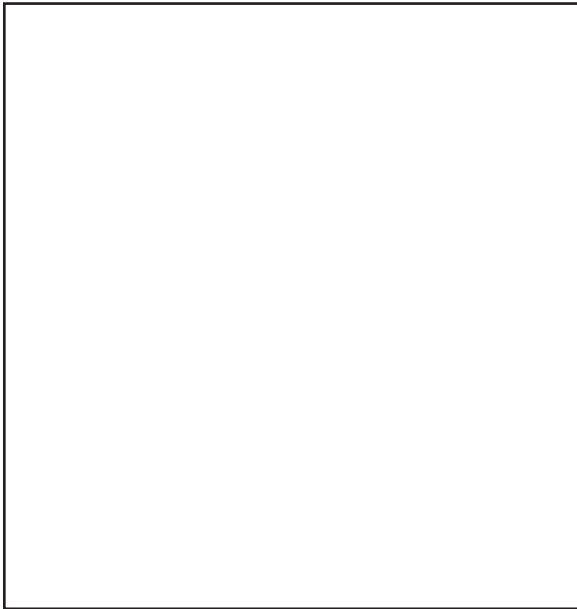


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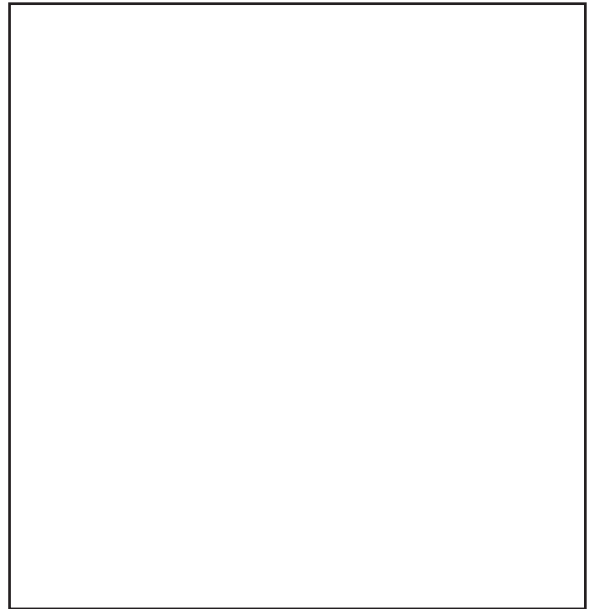
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**Title** .....



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