As-Is Scenario Map

Document the current state of a user experience through visual storytelling.
Capture what users do, think, and feel today before designing future...

H HOW TO RUN

1 **Process (90 minutes):**

2 **Choose Scenario (10 min):**
- Select specific user and task
- Make it concrete and bounded

3 **Map the Steps (40 min):**
- What does user DO? (actions)
- What does user THINK? (thoughts)
- What does user FEEL? (emotions)
- Plot from start to finish

4 **Identify Moments (20 min):**
- Highlight pain points (red)
- Note delights (green)
- Mark critical decisions (blue)

> **KEY TIP**
> Base this on real research, not assumptions.

O OBJECTIVES

- › Understand current experience
- › Identify pain points
- › Build empathy
- › Establish baseline

M MATERIALS

- ☐ Large wall or whiteboard
- ☐ Sticky notes in different colors (actions
- ☐ Thoughts
- ☐ Feelings)
- ☐ Markers

P PARTICIPANTS

4-8

F FACILITATOR NOTES

REMEMBER
- Use actual user quotes.
- Show the reality, including negative experiences.
- Focus on one specific scenario - don't try to map everything.
- This sets up the To-Be Scenario Map.