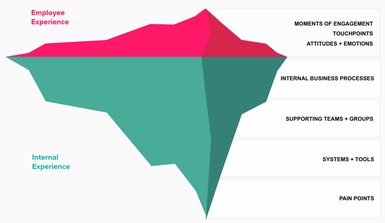
Experience Mapping Template

Map Employee and Internal experiences to identify and prioritize areas of focus.

Introduction



Agenda

1. Visualize the **Employee** and **Internal** interactions and touchpoints using Journey Mapping
2. Identify Moments of Truth by evaluating issues and opportunities
3. Prepare Needs Statements by framing Moments of Truth
4. Flag the most compelling areas of focus using Visualize the Vote

2

⏱ 5 min

Persona 1

Add a photo

Persona Name

Title/ Description

NEEDS/CHALLENGES	GOALS/MOTIVATIONS	HOW CAN WE HELP?

⏱ 5 min

Persona 2

Add a photo

Persona Name

Title/ Description

NEEDS/CHALLENGES	GOALS/MOTIVATIONS	HOW CAN WE HELP?

⏱ 5 min

Persona 3

Add a photo

Persona Name

Title/ Description

NEEDS/CHALLENGES	GOALS/MOTIVATIONS	HOW CAN WE HELP?

⏱ 5 min

Persona 4

Add a photo

Persona Name

Title/ Description

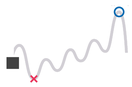
NEEDS/CHALLENGES	GOALS/MOTIVATIONS	HOW CAN WE HELP?

1 Visualize the **Employee** and **Internal** interactions. 3 hrs

PHASE	PRE-ONBOARDING	ONBOARDING	DOING THE JOB	EXIT
EMPLOYEE EXPERIENCE				
EMPLOYEE ACTIONS What are the actions taken by the employee?	ACTIONS	ACTIONS	ACTIONS	ACTIONS
TOUCHPOINTS What means and tools does the employee use?	TOUCHPOINTS	TOUCHPOINTS	TOUCHPOINTS	TOUCHPOINTS
EMOTIONS What attitude or emotion does the journey evoke?	PAIN AREAS GAIN AREAS	PAIN AREAS GAIN AREAS	PAIN AREAS GAIN AREAS	PAIN AREAS GAIN AREAS
iNTERNAL EXPERIENCE				
INTERNAL PROCESSES What are the steps taken internally to support the employee behavior?	PROCESS STEPS 1. Vendor sends PO, agreement & resume to Hiring managers for approval. 2.	PROCESS STEPS 1.	PROCESS STEPS 1.	PROCESS STEPS 1. Vendor sends PO, agreement & resume to Hiring managers for approval. 2. Two level approvals; Direct manager and next level manager needs to be approved. (5day to 10 days) 3. Follow-up by vendor and vendor staffing required 4. Once approved, the vendor staffing has an internal process. (Creates a ticket for the Sailpoint IDM team? includes Approval process from inboxes team?) 5. Customer email ID is created. Resource gets an email at the alternate email that id is created and the emal id. (PMO checks manually) 6. Password sent to hiring manager. Has to be forwarded to resource. (Pain area; password sometimes expired before resetting) 7. Password reset - Mail from PMO to Service desk, copying manager for approval
SYSTEMS+ TOOLS What systems and tools are used to deliver the experience?	TOOLS	TOOLS	TOOLS	TOOLS
TEAMS - GROUPS What teams and groups are engaged in delivering the experience?	TEAMS	TEAMS	TEAMS	TEAMS
EMOTIONS What attitude or emotion does the journey evoke?	PAIN AREAS GAIN AREAS	PAIN AREAS GAIN AREAS	PAIN AREAS GAIN AREAS	PAIN AREAS GAIN AREAS

2 Identify Moments of Truth by evaluating issues and opportunities

Evaluate the journey map to find issues or opportunities in the employee and internal experience 30 minutes



Phase: Pre-Onboarding

Moment of Truth (EX) | Moment of Truth (IX)

Phase: Onboarding

Moment of Truth (EX) | Moment of Truth (IX)

Phase: Doing the Job

Moment of Truth (EX) | Moment of Truth (IX)

Phase: Exit

Moment of Truth (EX) | Moment of Truth (IX)

3 Prepare 'needs statements' by framing 'moments of truth'

Using the moments of truth, frame the issues and opportunities in the form of the following short phrase: [Persona] needs a way to _____ so that _____. Identify themes stemming from similar ideas. 20 minutes

Moment of Truth | Persona | do something that addresses their need | The persona benefits

_____ needs a way to_____ so that _____.

Moment of Truth | Persona

_____ needs a way to_____ so that _____.

Moment of Truth | Persona

_____ needs a way to_____ so that _____.

Moment of Truth | Persona

_____ needs a way to_____ so that _____.

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Moment of Truth | Persona

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Moment of Truth | Persona

_____ needs a way to_____ so that _____.

Moment of Truth | Persona

_____ needs a way to_____ so that _____.

4 Flag the most compelling areas of focus using Visualize the Vote

Quickly reach consensus about the key moments in the experience that should be the team's focus. 10 minutes