

TOOLKIT

# To-be Scenario Map

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## INTRODUCTION

Why do you use this activity?

**Reflect** on how your team's ideas address your users' current needs by drafting a vision of their future experience.

## INTRODUCTION

When should you use this activity?

Use To-be Scenario Maps as your team ideates potential solutions. This is a great artifact to put in front of stakeholders and users to align on your team's intent.

## INTRODUCTION

### What makes a good To-be Scenario Map

- Relates back to your As-is map
- Resolves user pain points or fulfills need statements
- Tells an engaging story







## INTRODUCTION

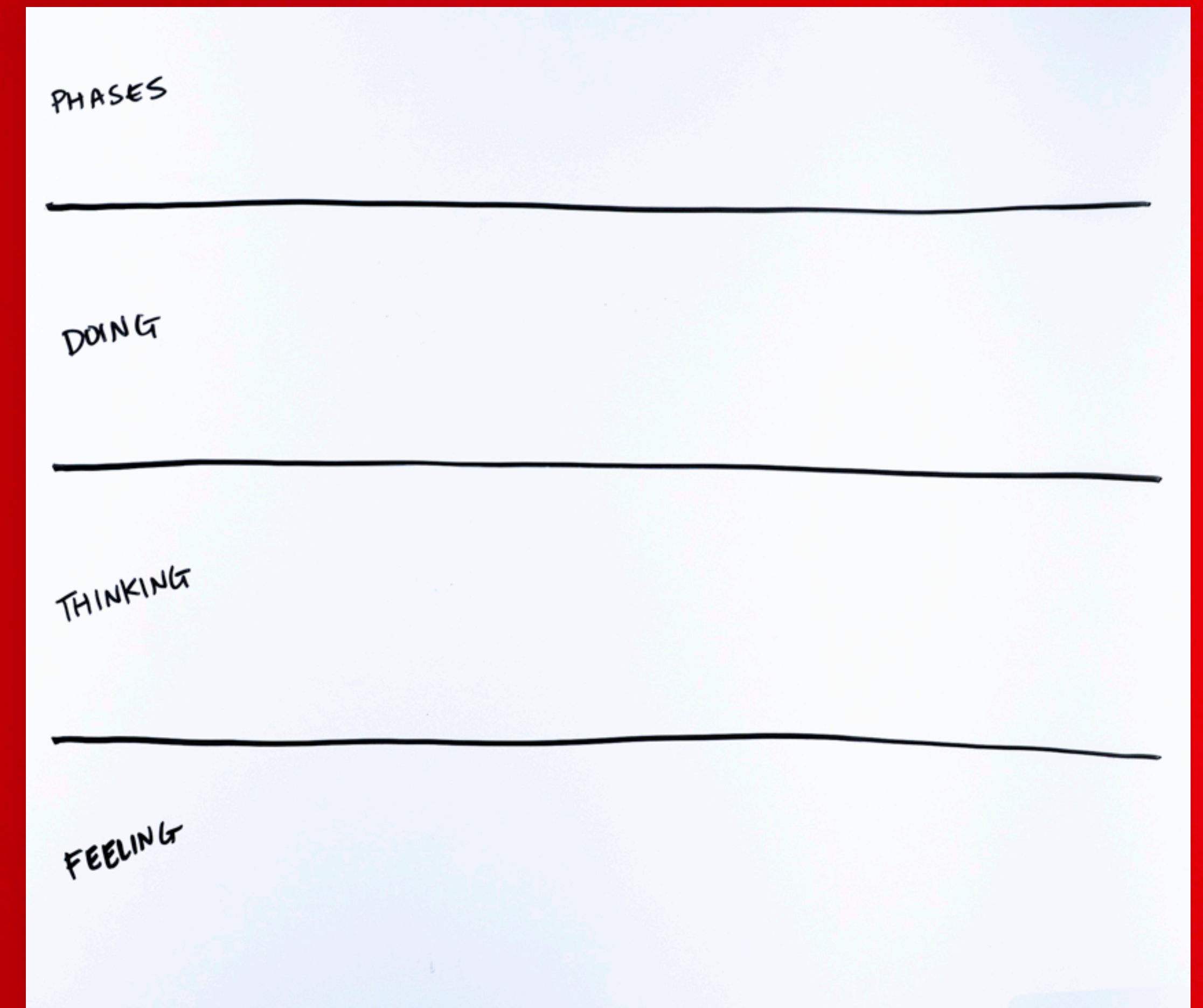
We suggest **60 minutes** for this activity.  
How much time you spend is up to you!

- **Write before you talk.** Write or sketch lots of your ideas on sticky notes *before* talking about them. During discussions, capture the main points on sticky notes and post to the wall.
- **There are no bad ideas.** Start big. Diverge to get everyone's ideas out there. Come back together to discuss, cluster, and seek patterns. Then, converge to determine the strongest ideas.
- **Stay focused on your users.** Tell stories about users to keep them at the center of your attention.
- **Everyone participates.** Everyone has a marker and a pad of sticky notes.
- **Stay engaged.** Avoid side conversations. Use a “parking lot” to capture issues that are off-topic.
- **Start on time, stay on time.** To meet our goals, we need to watch the clock and stick to the plan.
- **Yes, and...** Instead of dismissing the ideas that your teammates suggest, push yourself to build on them.

# Ready, set, go!

## SETTING UP

Draw four rows and label them: *Phases*, *Doing*, *Thinking*, and *Feeling*.





## BRAINSTORM

# Imagine your ideas exist in reality.

- **Ask yourselves:** What might our user do, think, and feel throughout this new experience we envision?

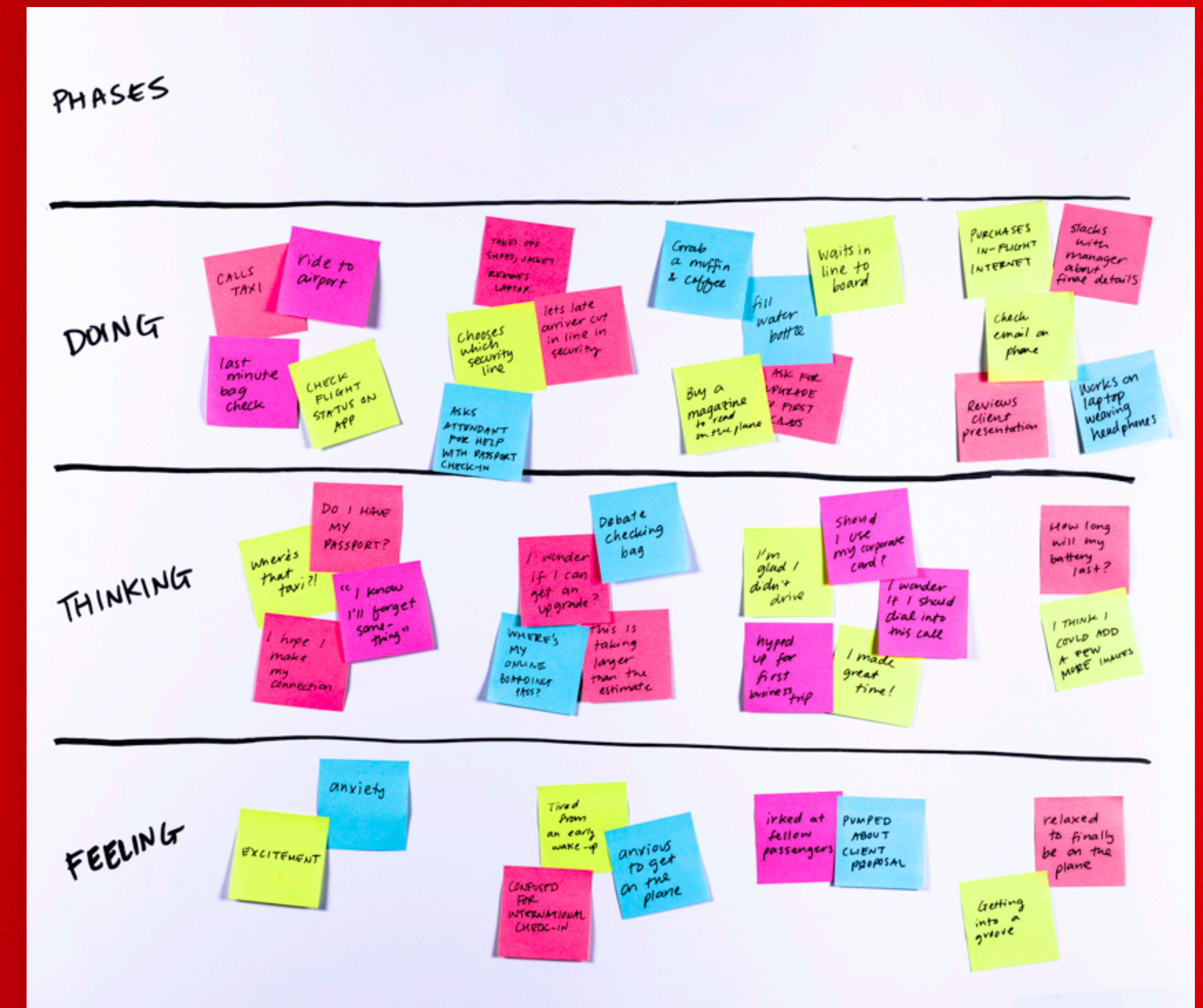




**BRAINSTORM**

Fill in the corresponding rows, using one sticky note per answer.

- Reference your As-is Scenario Map to find opportunities for improvement.

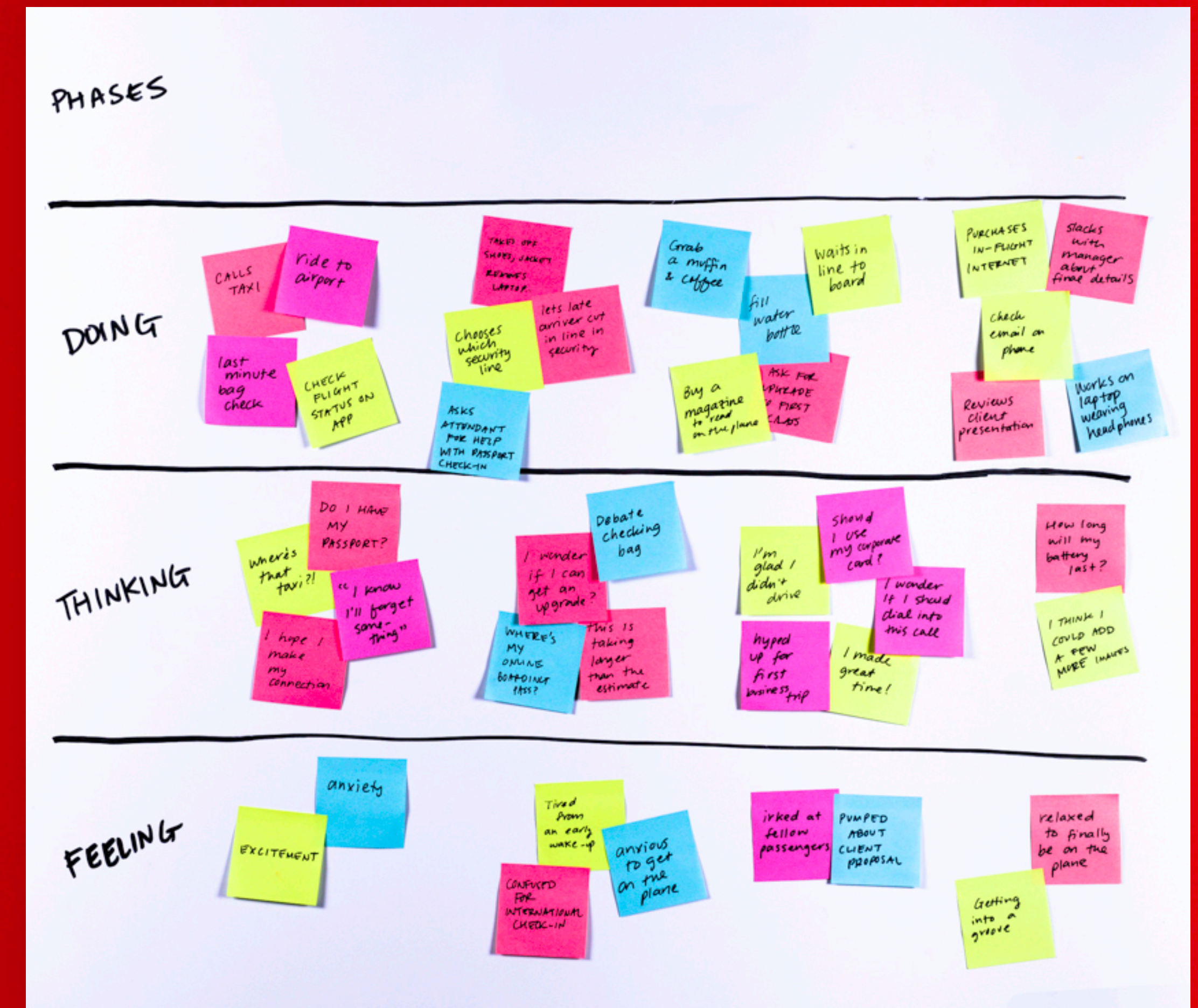




**CLUSTER PHASES**

Cluster similar stickies, refine the order, and draw rough columns to represent the phases of the future experience.

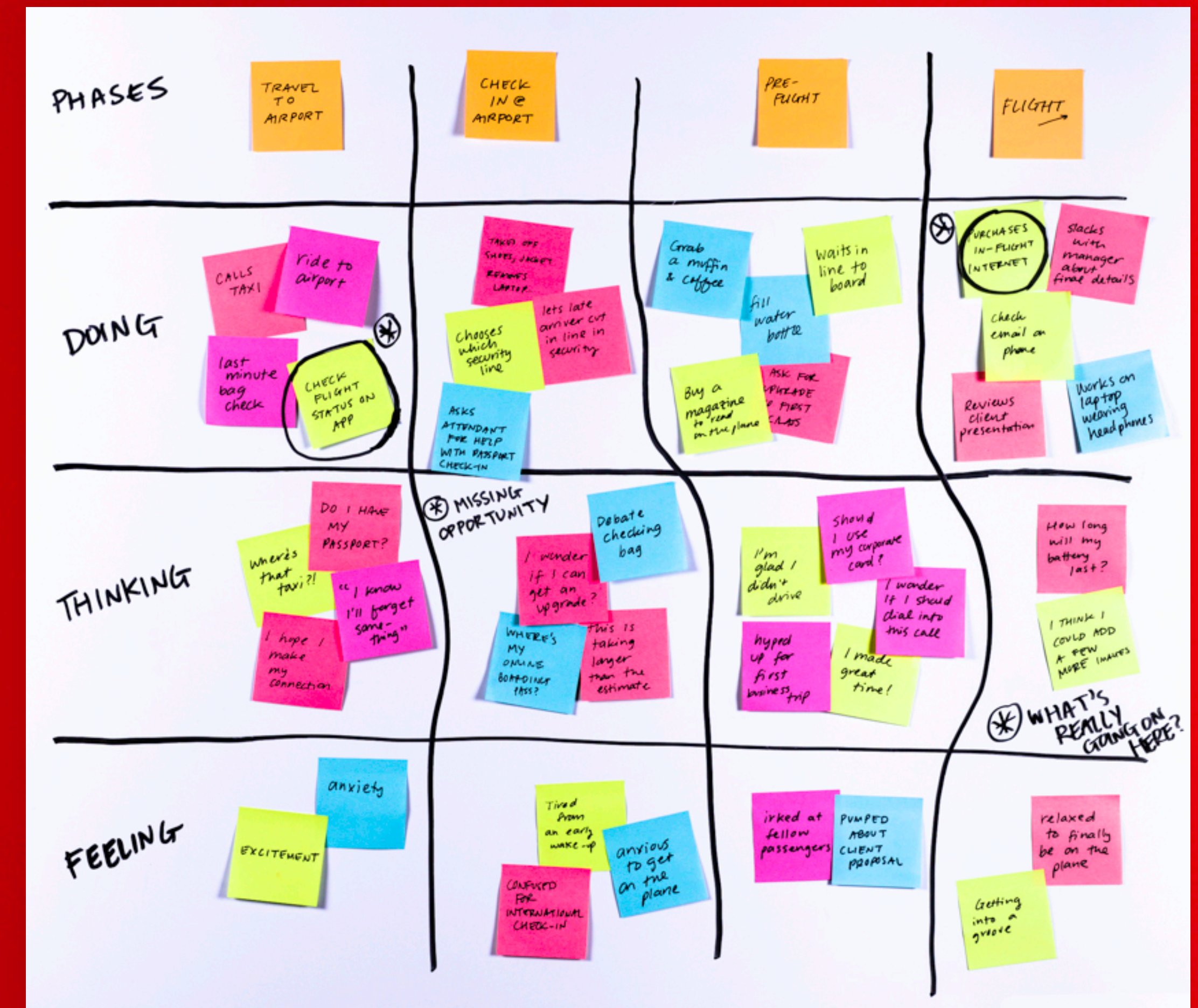
Then, name each phase.





**IDENTIFY HIGHS AND LOWS**

Circle and label areas that are particularly positive or negative for your user. Compare this map to your user's current experience. How can this new scenario improve it?





## PLAYBACK

Choose one to two people to present the To-be Scenario Map.

- **Example goal:** Assign a workstation to a new employee.
- How does your idea impact your user's experience?
- Where are there still gaps?





TOOLKIT

# To-be Scenario Map