

# User Experience Map Guide



**Entry**  
How do leads/prospects/interested parties contact your business? For example, telephone, email, walk-ins, other method.

Email Phone Carrier Pigeon

**Response**  
How are leads/prospects/interested parties facilitated when they find their way to you? Is there a repeatable process in place?

How is the user going to be serviced? Is there a script or communications process in place, a timeframe for a response, qualification process, or an objective?

**Status**  
Is the lead/prospect/interested party considering your business/services, "just looking", or not suitable?

What status is the lead/prospect/interested party i.e. IN, OUT, or TO BE DETERMINED?

**Facilitation**  
What process should be followed for each status? Are they buying (IN), are they unsuitable or not interested (OUT), or are they yet to decide (TO BE DETERMINED)?

IN: What should happen next to keep the lead motivated and comfortable? TO BE DETERMINED: What process should be followed to create the best chance of achieving an IN? OUT: Do they become *lost* or is there a communications or nurture process?

**Delivery**  
How are INs treated once they sign up? Is there a repeatable communication or review process to follow to keep them informed and feeling good about their decision?

How is the buyer taken care of beyond getting what they pay for?

**Nurture**  
When the project, purchase, or service is over, what happens next? Is after-sales care relevant? Is ongoing information appropriate?

What post-sales process should be followed, if any? Are follow-ups or frequent communications required (or appropriate)? If so, how frequently, by whom, and of what material?