

Experience Design Worksheet

Here are just a few questions to ask yourself when thinking towards designing an empathy-driven experience. Answer these questions, and then, ask other people around you what kind of experience they would expect from your company. As much as possible, leave your bias at the door.

Is there a status quo in my industry? Do I recognize a pattern in what the people interacting with my brand expect?

What is the generalized experience that I believe people expect when interacting with a business like mine?

Do I feel like my company is meeting expectations or breaking expectations? If you are breaking expectations, is it for better or worse? And in what area do you feel like you are breaking expectation?

What is one way your your company could be meeting or breaking expectations better?

Mark'd
by design