

# Welcome!

## Planning the Future –

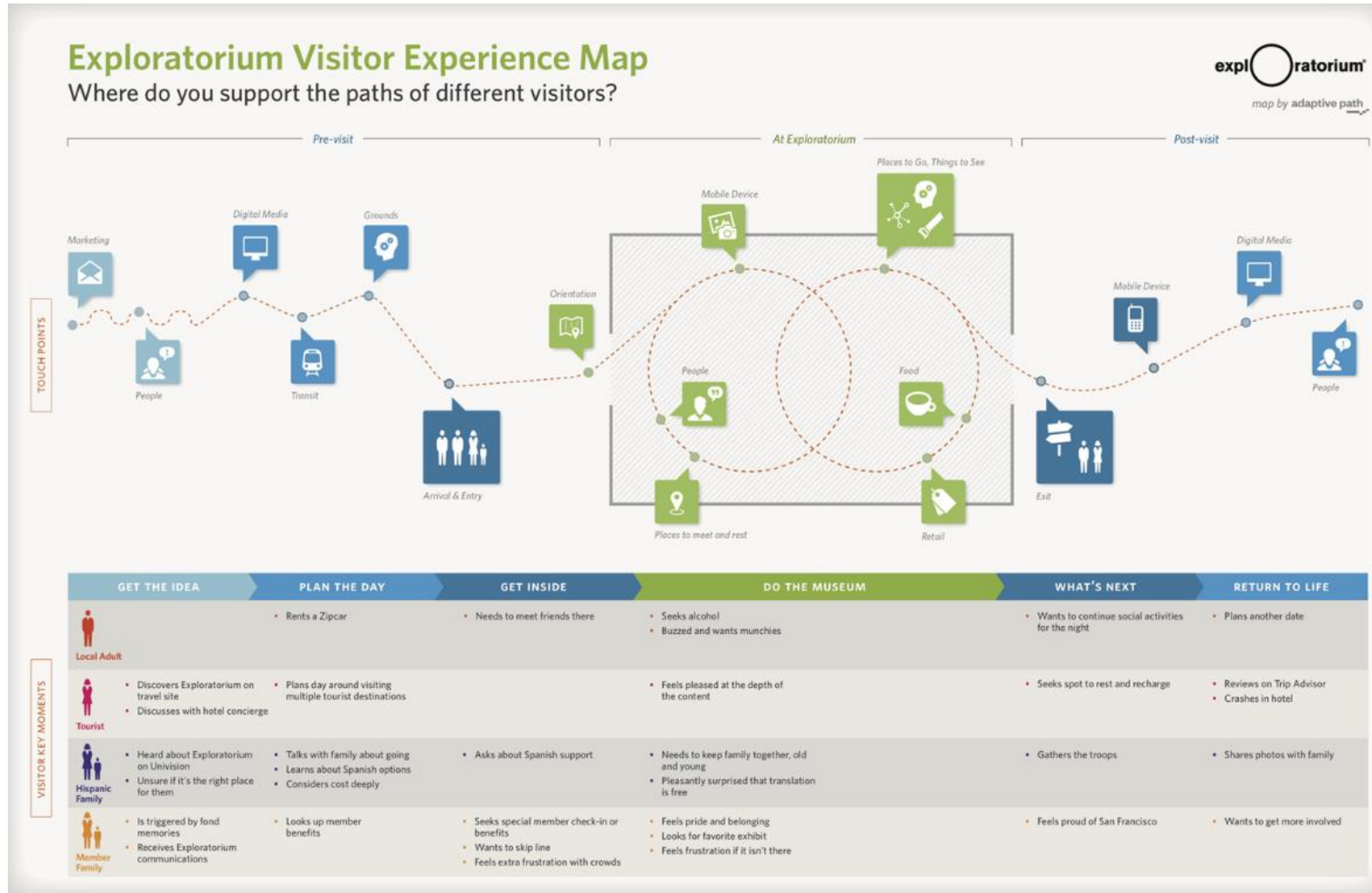
# An Introduction to Mapping the Visitor Experience

- Please post your name, your employer and location in the CHAT
- Please open the WORD doc you were sent (a link will be available in the CHAT once intros are complete)
- We will get started shortly! Thank you for joining us.



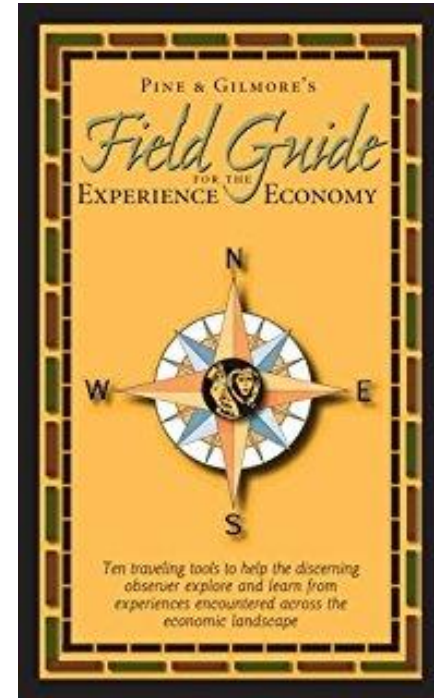
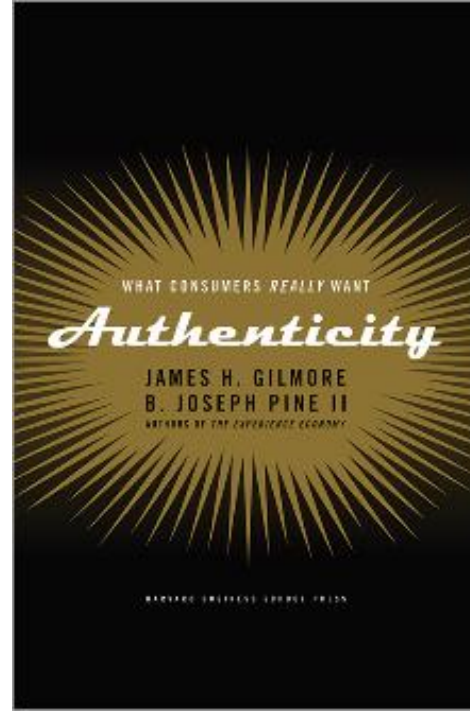
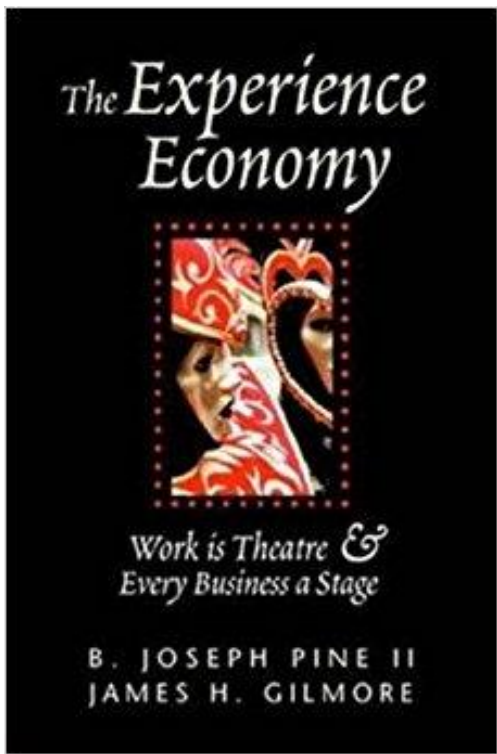
# Mapping the Visitor Experience

## Planning the Future









# The Birthday Cake Metaphor

- Agrarian Economy
- Goods-based Economy
- Service Economy
- Experience Economy











# THE UX STACK



**Purpose**

WHAT GOAL ARE WE TRYING TO ACHIEVE?

**Audience**

WHO DO WE NEED TO ACHIEVE THE GOAL?

**Content**

WHAT FEATURES DOES THE AUDIENCE NEED?

**Design**

WHAT IS THE BEST WAY TO PRESENT THE CONTENT?

**Technology**

HOW IS THE MESSAGE PHYSICALLY PRESENTED?





## Why Is Patient Experience Important?



Experience matters to patients & their families



Patient care experience is linked to clinical quality



Patient centred-care, patient experience & quality all go hand-in-hand



Patient experience is good for business.

Source: Washington Health Alliance: Your Voice Matters 2014.

7



# What is the VISITOR EXPERIENCE?

The perceptions, feelings and reactions a visitor has in relationship to their surrounding environment.

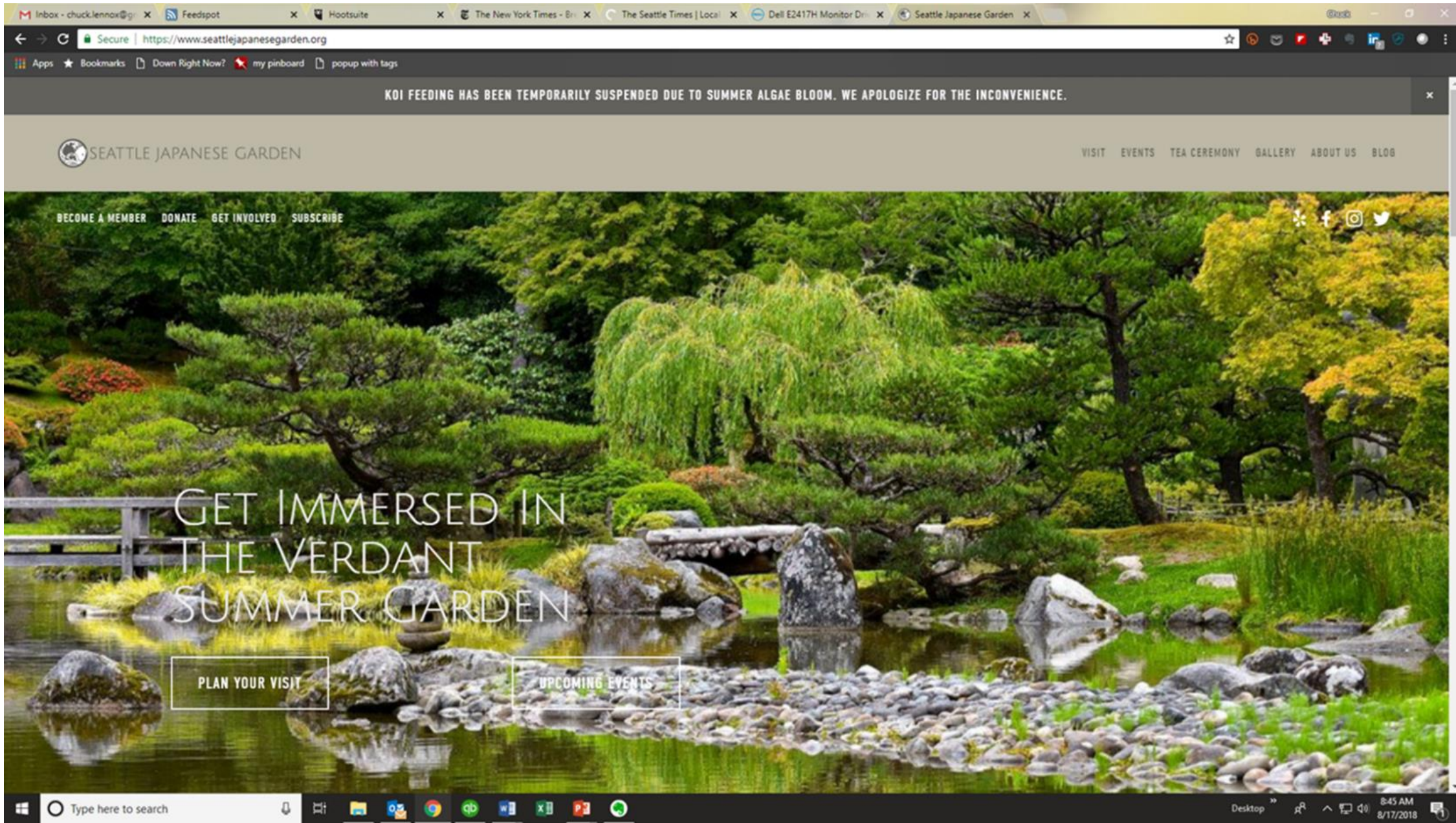


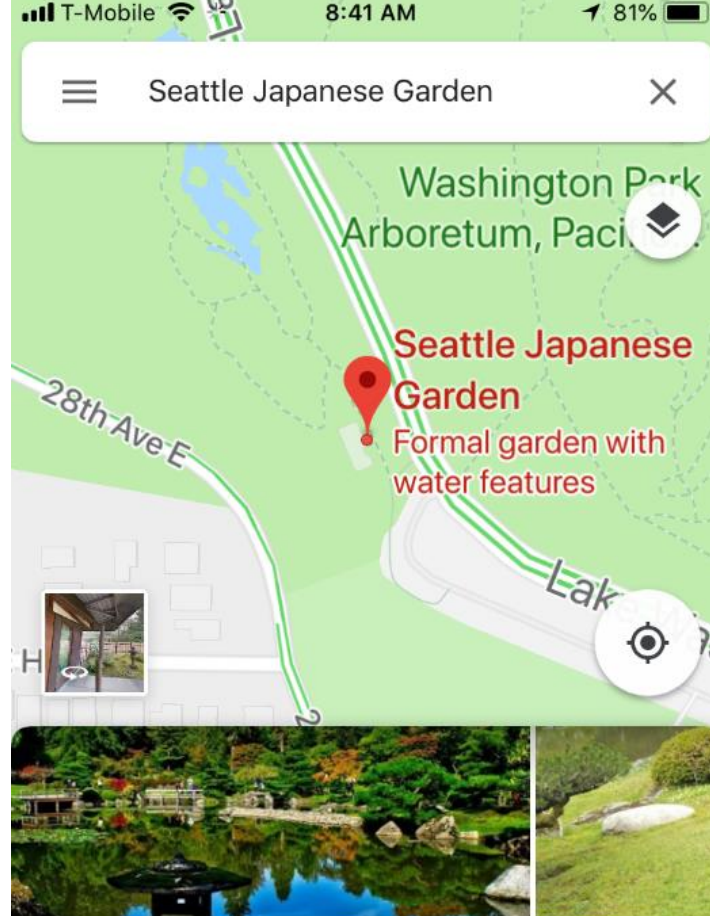


# The Visitor Experience

## Seattle Japanese Garden







### Seattle Japanese Garden

4.6 ★★★★★ (812)

Garden · 🚗 6 min

**Closed** · Opens 10 AM

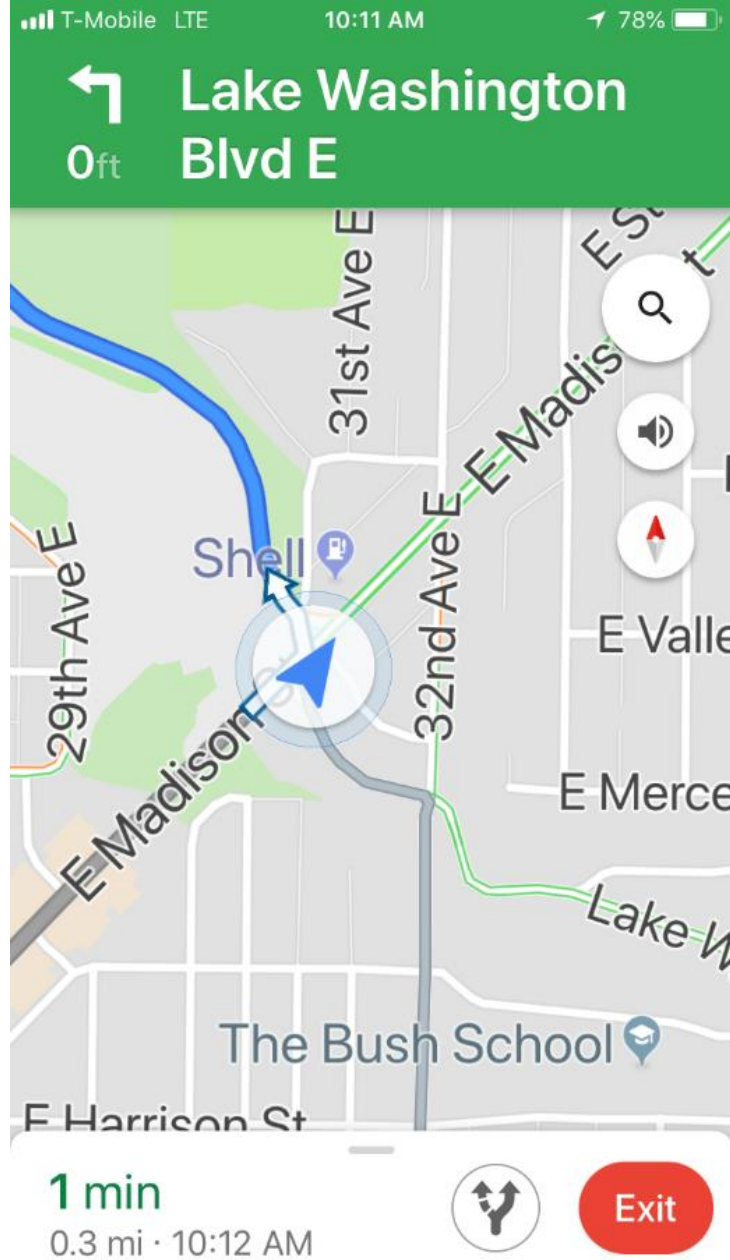
▲ Start (6 min)

🚗 Directions

















**You Are Here**

**WASHINGTON PARK ARBORETUM**

**Japanese Garden** (open March - November)

**WASHINGTON PARK PLAYFIELD**

**GRAHAM VISITORS CENTER**

**FOSTER ISLAND**

**DUCK BAY**

**WSDOT SR-520 construction area**

**Map Legend:**

- Trail
- Loop Trail
- Minor Trail
- Crosswalk
- Road
- Gate
- Bridge
- Parking
- Building
- Parking Lot Number
- Drinking Fountain
- Restroom
- Bus Stop
- Shelter/Lookout
- Canoe/Kayak Landing
- Information

**Welcome!**

Here you can enjoy and explore 230 acres of woods, wetlands, and collections of over 5000 different kinds of woody plants from around the world.

To keep the Arboretum clean, safe, and enjoyable, please follow these simple rules:

- The park is open from dawn until dusk (other than permitted events). Arboretum Drive Gates are locked at sunset.
- Dogs must be leashed at all times. Dogs are not allowed on beaches, in natural areas, on playgrounds, or the Japanese Garden.
- Keep bicycles on paved paths, yield to pedestrians, 10 mph.
- Do not remove anything from the park.
- Loud or amplified music is not allowed in the park.
- The park is an alcohol, smoking and drug-free zone.
- There is an admission fee to enter the Japanese Garden.

**For information, please call:**  
 Por información, por favor llamada:  
 Để có những báo cáo, xin gọi:

**Parks and Recreation: 206-684-4075;**  
**After hours help/report damage 206-684-7250**  
**and press 2**

**Seattle Police and Fire Departments: 9-1-1**

**University of Washington BOTANIC GARDENS**

**Seattle Parks & Recreation**















### ADMISSION FEES

Individual Adults (18 years - 64 years)	
General Admission:	\$8
City of Seattle Residents:	\$6
Seniors (65 years & over)	\$4
Youth (6 years - 17 years)	\$4
College Students (with College ID)	\$4
Children (0 - 5 years)	FREE

### MEMBERSHIP PROGRAM

Individual Adult Annual Pass	\$25
Individual Student Annual Pass	\$20
Family/Dual Annual Pass	\$50
Individual Senior Pass	\$20
Photographer's Annual Pass	\$75

Tripods are not permitted in the Japanese Garden during operational hours.  
All tickets begin sales and fifteen minutes prior to close of the garden.



**SEATTLE JAPANESE GARDEN**  
PLEASE HELP US TO MAINTAIN THE PEACE AND TRANQUILITY OF THE JAPANESE GARDEN BY OBSERVING THE FOLLOWING INSTRUCTIONS:

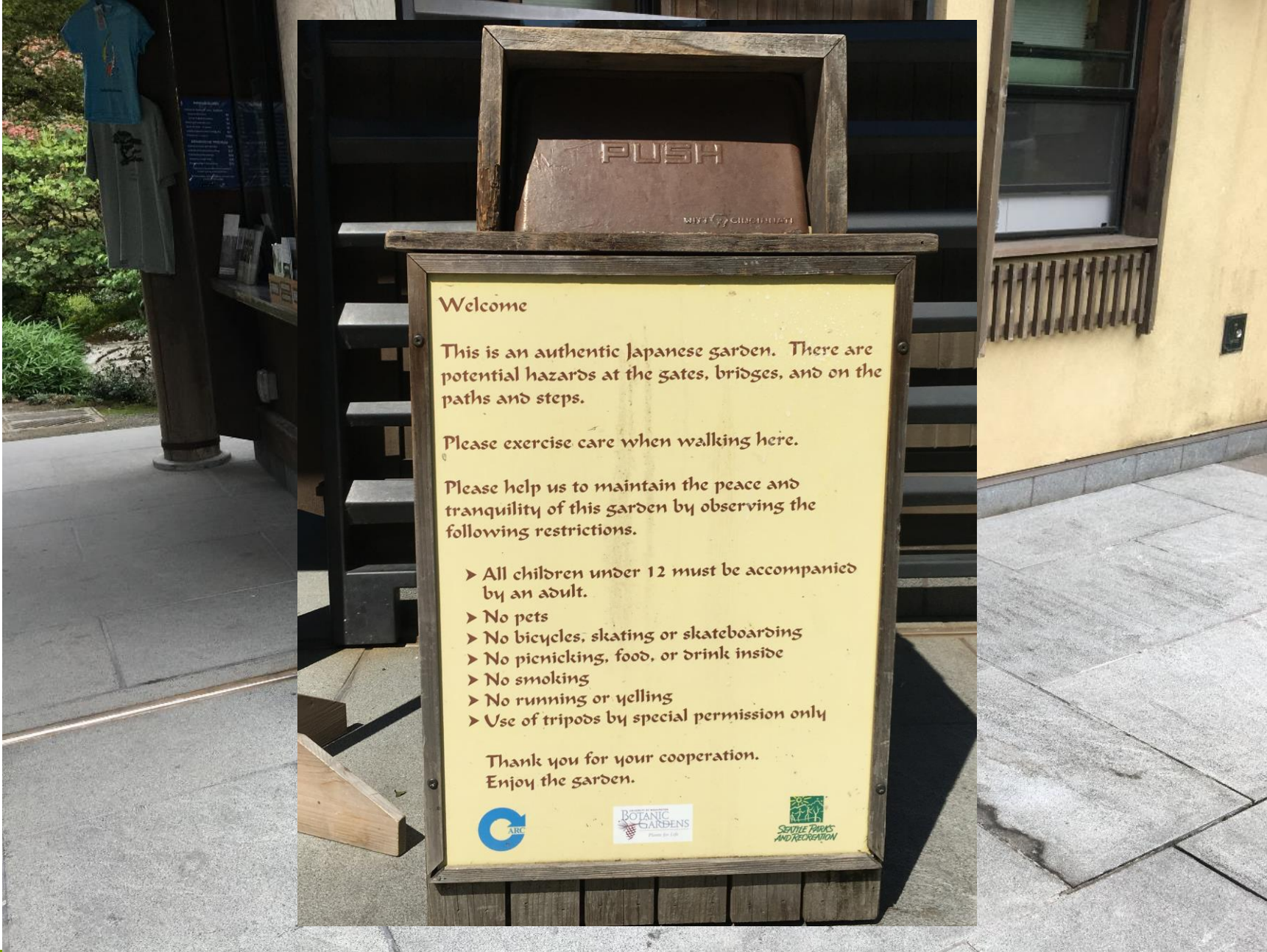
- NO RUNNING, CLIMBING OR TIEING
- ALL CHILDREN UNDER 12 MUST BE ACCOMPANIED BY AN ADULT
- NO PET TOYS, STICKS OR MUSICAL INSTRUMENTS
- NO BICYCLES, SKATES OR SKATEBOARDS
- NO PICKNICKING, FOOD OR DRINK (WATER IS OK)
- NO SMOKING OR VAPING
- NO DRONES, TRIPODS OR OTHER CAMERA EQUIPMENT/TRIPS

THANK YOU







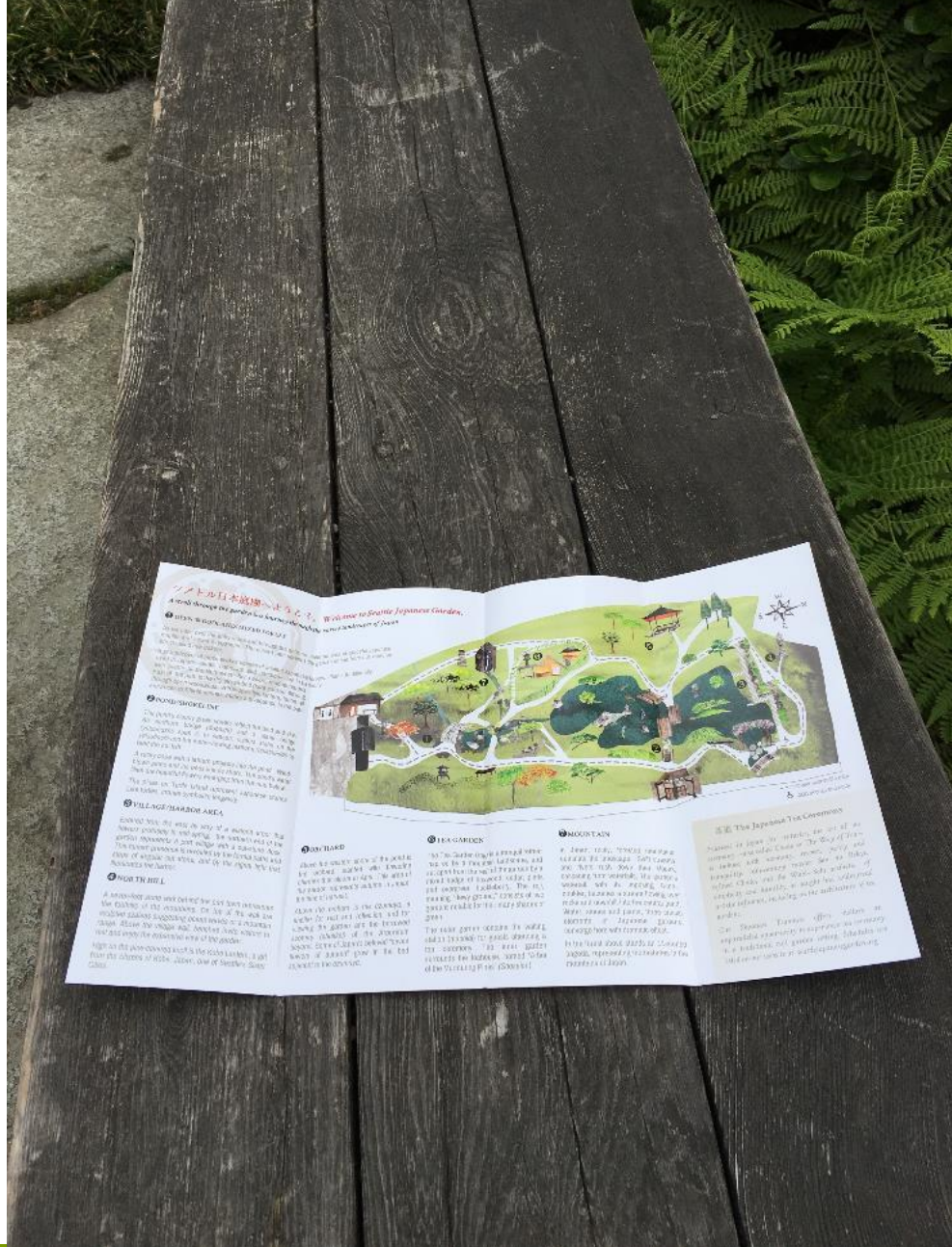












**日本庭園**  
A stroll through the garden is a journey through the history and culture of Japan.

**ENTRANCE**  
The entrance to the garden is a traditional Japanese torii gate, marking the beginning of a peaceful journey through the garden.

**TEA GARDEN**  
The tea garden is a traditional Japanese garden, designed for the tea ceremony. It features a simple, minimalist design with a path leading to a tea pavilion.

**MOONVIEW**  
The moonview is a traditional Japanese garden, designed for viewing the moon. It features a simple, minimalist design with a path leading to a moonview pavilion.

**The Japanese Tea Ceremony**  
The Japanese tea ceremony is a traditional Japanese ceremony, designed for the tea ceremony. It features a simple, minimalist design with a path leading to a tea pavilion.

**TEA GARDEN**  
The tea garden is a traditional Japanese garden, designed for the tea ceremony. It features a simple, minimalist design with a path leading to a tea pavilion.

**MOONVIEW**  
The moonview is a traditional Japanese garden, designed for viewing the moon. It features a simple, minimalist design with a path leading to a moonview pavilion.























































# Seattle Japanese Garden

@SeattleJapaneseGarden

Home

About

Sign up

Photos

Events

Reviews

Videos

Comment Policy



Like

Follow

Share



Sign Up



Send Message

## Photos



4.5

4.5 out of 5 · Based on the opinion of 657 people

## Community

See All



Invite your friends to like this Page



8,423 people like this





Instagram

Search



seajpnsgarden

Follow



171 posts

1,147 followers

23 following

**Seattle Japanese Garden**

An oasis of tranquility in the city, Seattle Japanese Garden invites visitors to indulge their senses and immerse themselves in quiet beauty.

[seattlejapanesegarden.org](http://seattlejapanesegarden.org)

POSTS

TAGGED



# What can we do differently?

Improve experiences through  
**Visitor Experience Mapping**



# What is Visitor Experience Mapping?

- A (VE) map is the creation of a visualization of the steps a visitor might go through in engaging with the site during the visit.
- It is based on personas that represent specific “types” of visitors and shows what happens at each stage.
- By visualizing a type of experience, the visitors’ needs, actions, emotions and pain points can be better addressed.

Source: <https://museumsdigitalculture.prattsi.org/visitor-journey-mapping-in-museums-f18442ee1d99>



# What is the visitor DOING? THINKING? FEELING?



# What are the benefits of VE Mapping?

- Improved visitor experience
- Generate higher visitor satisfaction rates
- Develop a reputation that generates increased attendance/revenues/memberships/support
- Build stronger relationships with members/neighbors/residents/officials

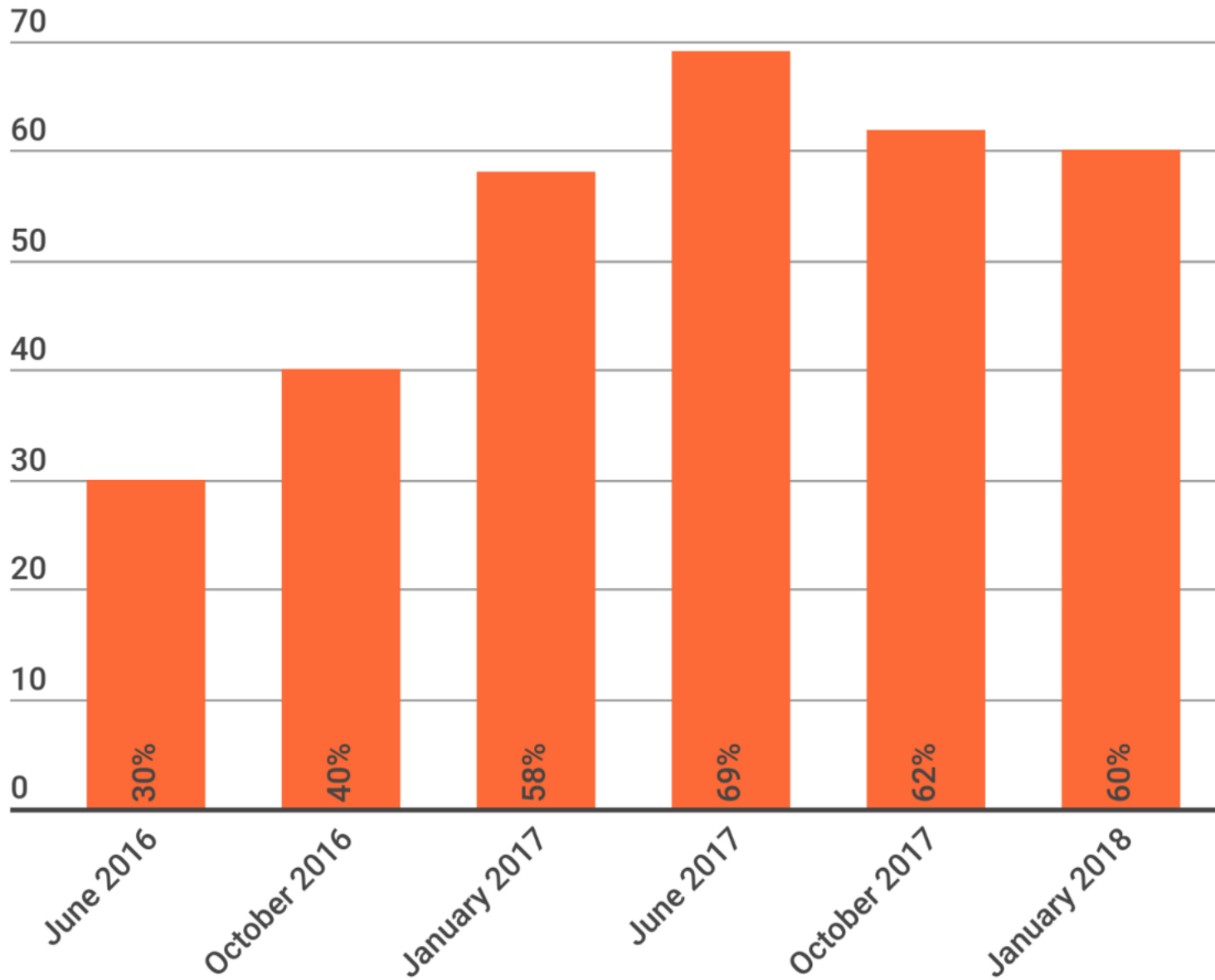






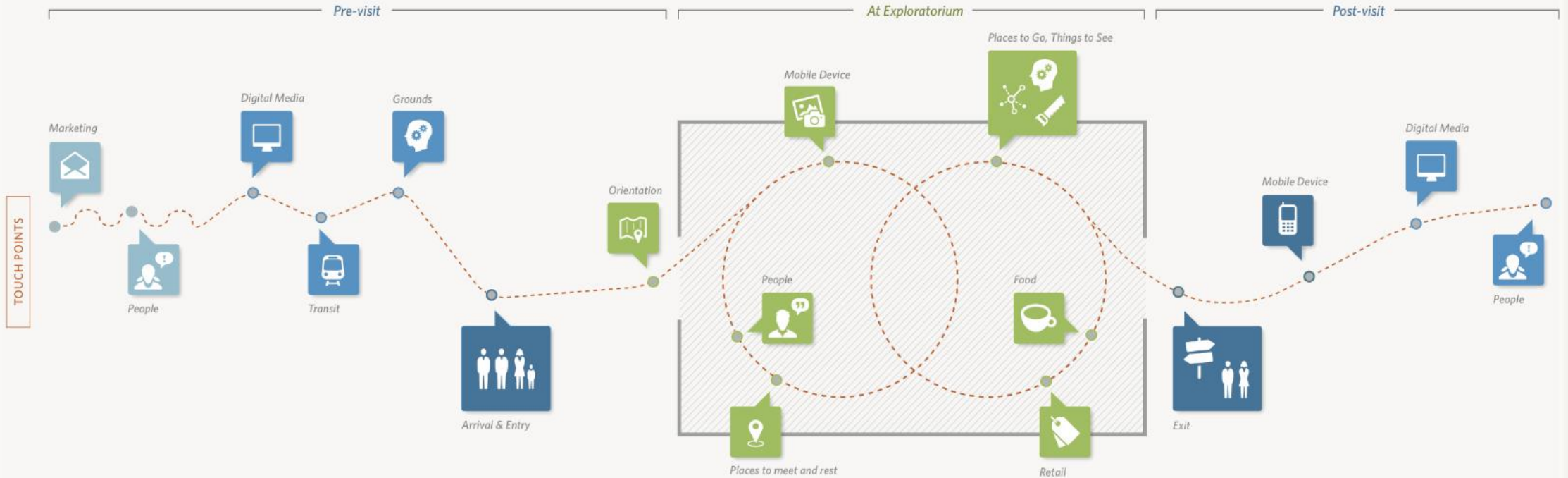






# Exploratorium Visitor Experience Map

Where do you support the paths of different visitors?



	GET THE IDEA	PLAN THE DAY	GET INSIDE	DO THE MUSEUM	WHAT'S NEXT	RETURN TO LIFE
 <b>Local Adult</b>		<ul style="list-style-type: none"> <li>Rents a Zipcar</li> </ul>	<ul style="list-style-type: none"> <li>Needs to meet friends there</li> </ul>	<ul style="list-style-type: none"> <li>Seeks alcohol</li> <li>Buzzed and wants munchies</li> </ul>	<ul style="list-style-type: none"> <li>Wants to continue social activities for the night</li> </ul>	<ul style="list-style-type: none"> <li>Plans another date</li> </ul>
 <b>Tourist</b>	<ul style="list-style-type: none"> <li>Discovers Exploratorium on travel site</li> <li>Discusses with hotel concierge</li> </ul>	<ul style="list-style-type: none"> <li>Plans day around visiting multiple tourist destinations</li> </ul>		<ul style="list-style-type: none"> <li>Feels pleased at the depth of the content</li> </ul>	<ul style="list-style-type: none"> <li>Seeks spot to rest and recharge</li> </ul>	<ul style="list-style-type: none"> <li>Reviews on Trip Advisor</li> <li>Crashes in hotel</li> </ul>
 <b>Hispanic Family</b>	<ul style="list-style-type: none"> <li>Heard about Exploratorium on Univision</li> <li>Unsure if it's the right place for them</li> </ul>	<ul style="list-style-type: none"> <li>Talks with family about going</li> <li>Learns about Spanish options</li> <li>Considers cost deeply</li> </ul>	<ul style="list-style-type: none"> <li>Asks about Spanish support</li> </ul>	<ul style="list-style-type: none"> <li>Needs to keep family together, old and young</li> <li>Pleasantly surprised that translation is free</li> </ul>	<ul style="list-style-type: none"> <li>Gathers the troops</li> </ul>	<ul style="list-style-type: none"> <li>Shares photos with family</li> </ul>
 <b>Member Family</b>	<ul style="list-style-type: none"> <li>Is triggered by fond memories</li> <li>Receives Exploratorium communications</li> </ul>	<ul style="list-style-type: none"> <li>Looks up member benefits</li> </ul>	<ul style="list-style-type: none"> <li>Seeks special member check-in or benefits</li> <li>Wants to skip line</li> <li>Feels extra frustration with crowds</li> </ul>	<ul style="list-style-type: none"> <li>Feels pride and belonging</li> <li>Looks for favorite exhibit</li> <li>Feels frustration if it isn't there</li> </ul>	<ul style="list-style-type: none"> <li>Feels proud of San Francisco</li> </ul>	<ul style="list-style-type: none"> <li>Wants to get more involved</li> </ul>

TOUCH POINTS

VISITOR KEY MOMENTS



# The South Mall Visitor Journey

## SUMMARY OF VISITOR MOMENTS



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# Visitor Motivation

- Why does a visitor come to your site? Jot down one or two reasons.
- What *motivates* a visitor? Why do they come?

Dr. John Falk, Oregon State University

Research on visitors' self-identified motivations and then grouped them into 5 groups

- Facilitators—motivated by other people and their needs (i.e. a parent bringing a child)
- Experience-Seekers—motivated by the desire to see and experience a place (i.e. tourists)
- Explorers—motivated by curiosity and a desire to learn (personal interest)
- Professional/Hobbyists—motivated by specific knowledge-related goals (i.e. a scholar researching a specific topic, gardener, birder)
- Rechargers—motivated by a desire for a contemplative or restorative experience (i.e. meditation, yoga, poetry)

*Find the category in the Padlet (link in CHAT) that best fits the motivation for visitors you are thinking about and write it under the appropriate column(s) by clicking on the CROSS SYMBOL.*





There is no General Public



# Northwest Maritime Center—Informal Visitor Experience Steps

MOTIVATIONS	PROFILES	DECISION	ARRIVAL	ON-SITE	DEPARTURE	ENGAGEMENT
<b>Explorer</b>	OUT FOR THE DAY (The Day Visitor)	<b>Stumbles upon NWMC</b> or word of mouth; Directed by Visitor Center; May use website to confirm	Easily locates orientation map/area; May connect with employee or volunteer wearing “Ask Me” button	Explores the site— needs <b>good wayfinding and a map</b>	Invitation to return; Ensure they have information about the entire operation	<b>Offer social media connections</b>
<b>Facilitator</b>	THE INFORMAL EDUCATOR (Host for family, grandchildren, etc.)	Knows the Location; Leader of the Group, <b>May use website</b> to confirm activities	Has a <b>purpose in mind</b> , needs to know locations of today’s activities, may use a walking route	Desires a themed <b>self- guided tour route</b> (families, history, ecology, design)	<b>Invitation to return</b> based on future events related to today’s interests	If a PT resident, encourage membership or mailing list
<b>Experience Seeker</b>	COME FOR THE COFFEE	A <b>daily informal routine</b> for self or with others, tend to be locals	Has a <b>single purpose</b> in mind—even if not focused on specific location (dog, children, coffee, walk)	May use the area on a regular basis <b>but doesn’t connect</b> —train volunteers and staff to notice “return” visitors and greet	Encourage personal connection between staff/ volunteers and this visitor— “Have a good day, thanks for coming”	<b>Offer discounts or specials</b> for being local, encourage connection on social media, add to the newsletter at a minimum
<b>Experience Seeker</b>	PT AS A BASE (Spending several nights in PT using as a base)	Stumbles upon NWMC or word of mouth; <b>Directed by Visitor Center or lodging location</b> ; May use website to confirm	<b>Easily locates orientation map/area</b> ; May connect with employee or volunteer wearing “Ask Me” button	Return a second day once aware of the site; Interest in a short program	invitation to return and tell others <b>(informal referrals— word of mouth)</b>	Encourage <b>posting in social media tourism- related sites</b> — social media referral incentives



## Visitor Experience Map – Current Experience

Please fill in this side of the form to inventory your **CURRENT** visitor experience as we walk through these steps.

Visitor Experience Steps						
Motivations*	Profiles/Personas	Decision	Arrival	On-Site	Departure	Engagement
Explorer						
Facilitator						
Experience Seeker						
Professional/Hobbyists						
Recharger						

\* Dr. John Falk – <https://iolifanta.wordpress.com/2009/09/19/5-types-of-user-experience-by-john-falk/>

- Explorers—motivated by personal curiosity (i.e. browsers)
- Facilitators—motivated by other people and their needs (i.e. a parent bringing a child)
- Experience-Seekers—motivated by the desire to see and experience a place (i.e. tourists)
- Professional/Hobbyists—motivated by specific knowledge-related goals (i.e. a scholar researching a specific topic)
- Rechargers—motivated by a desire for a contemplative or restorative experience (i.e. meditation, yoga, poetry)



# Let's Give it a Try – Your Own Site

Using the worksheet.....

- Think of at least three different types of visitor groups  
(**Profiles/Personas**)
- Match them with a motivation category (**Motivations**)
- How do they make a decision to visit? (**Decision**)
- What do they need upon **Arrival**?
- What are they likely to do **On-Site**?
- What is their **Departure** experience like?
- How can you engage this visitor group to develop a continuing relationship or get them to return? (**Engagement**)



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### Visitor Experience Map – Future Desired Experience

Please fill in this side of the form to plan your **FUTURE DESIRED** visitor experience.

Visitor Experience Steps						
Motivations	Profiles/Personas	Decision	Arrival	On-Site	Departure	Engagement
Explorer						
Facilitator						
Experience Seeker						
Professional/Hobbyists						
Recharger						

# Best Practices for Visitor Experience Mapping

- Define the **issue**. What are your **goals**? **Why** are you doing it?
- Craft a **vision** for success – what does **success** look like?
- Work in a group. Who should be on the **team**? What **insights** are needed?
- **Observe** – **talk** with real visitors, collect/use existing **data**
- Think of **touchpoints** – how/where does the visitor connect?
- Are there any **painpoints**? (i.e. wayfinding, restrooms, crowding)
- Make it **visual** (photos, maps, sketches)
- Be honest – what is the **REAL** visitor experience?
- **Use** the map – **share** with others, check **assumptions**



# Resources – Flipboard



## MAPPING THE VISITOR EXPERIENCE

Learning more about your site based on your visitor's experience



By Chuck Lennox with Jane Beattie



# Resources

- Lennox Insites <http://lennoxinsites.com/client-portal/>
- Flipboard – Mapping the Visitor Experience  
<https://flipboard.com/@interpman/mapping-the-visitor-experience-57padgnly>
- Creating Great Visitor Experiences – Stephanie Weaver  
<https://www.amazon.com/Creating-Great-Visitor-Experiences-Libraries/dp/1598741691>



# Questions, Comments, Discussion



# Here's to Tomorrow!



Chuck Lennox

LENNOXINSITES

EXTRAORDINARY VISITOR EXPERIENCES

Seattle, Washington

[www.LennoxInsites.com](http://www.LennoxInsites.com)

