**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://jolifanta.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)

**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 |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |