

Expectation map instructions

WHAT IS AN EXPECTATION MAP?

An Expectation Map helps exploration of people's anticipated expectations of an experience, service, or situation from multiple angles. It's a useful diagnostic tool that helps uncover people's perspective on a future scenario. It is super helpful for uncovering unconscious expectations and assumptions and is excellent for aligning a team at the start of a project.

An Expectation Map helps understand what a future experience or service could look like, what customers ideally might want. Whereas an Empathy Map helps you explore people's current or past experiences.

Step 1.

Set aside time to complete this process, either by yourself (10 mins), or if this is for team alignment (up to an hour depending on the size of your team), have your team do this too. Imagine you are at the end of the experience or project and think about what will you have achieved? How will things be different to now? What will you be doing? How will you be feeling? Get a clear picture in your head.

Step 2.

This part of the exercise is done individually. Now you've placed yourself in the future, move through each quadrant on the Expectation Map, and capture your expectations using sticky-notes. (If you have a remote team, you can use an online platform like Miro or Stormboard) You can use the questions below to help you gain clarity. Jot your thoughts down on the map. (Don't get caught up on which quadrant your answers belong in.)

PLEASE NOTE: There are no right or wrong answers. Your expectations are your expectations!

Think and feel. What are you really thinking? How are you feeling? What are your worries? What is going on in your world?

Hear. What are you hearing? What are you hearing from your team, friends, family, customers or colleagues? What are you hearing around your organization? What are you hearing in the media or in the industry? What are you customers saying to each other?

See. What can you see? Is there anything visibly different, either in the physical environment, or the digital environment? What is happening? What is noticeable?

Say and do. How are you talking about the experience? What is your attitude toward it? What are you doing? What's different now compared to the start?

Step 3. (For teams)

Create a large Expectation map on butcher's paper. Ask each person to share their expectations with the group one at a time. Ask the team to be curious and ask clarifying questions to the other team members. Make sure you understand what they mean by the words they've chosen, rather than applying your own perspective. Remember not to judge someone else's perspective, that's their truth. Add everyone's expectations to the map, grouping similar things as you go.