

# CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.



### Beginning

#### Problem

The user works long hours and does not usually feel appreciated by colleagues



### Middle

#### Solution

A colleague sends a thank you note to our user



### End

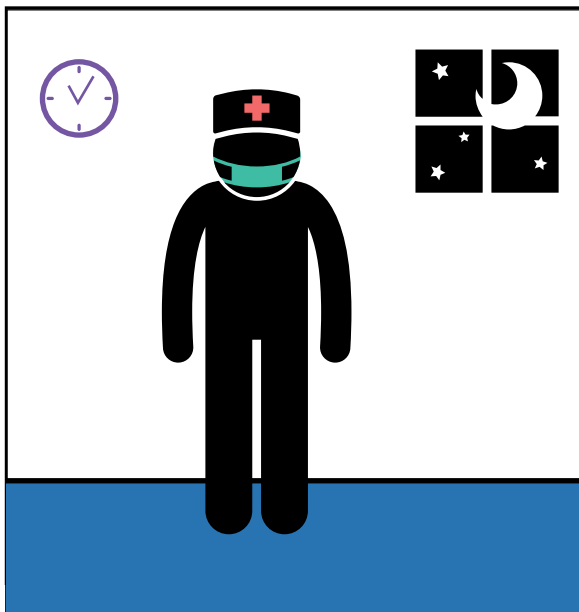
#### Impact

The users morale is raised and they feel appreciated for the work they do

The You Count Interactive Lamp is a reminder for hospital staff members to thank each other regularly.

Draw and describe the ideal user 1

Being Appreciated



Name: Jackson (Message Reciever)

Age: 30

Profession: Nurse

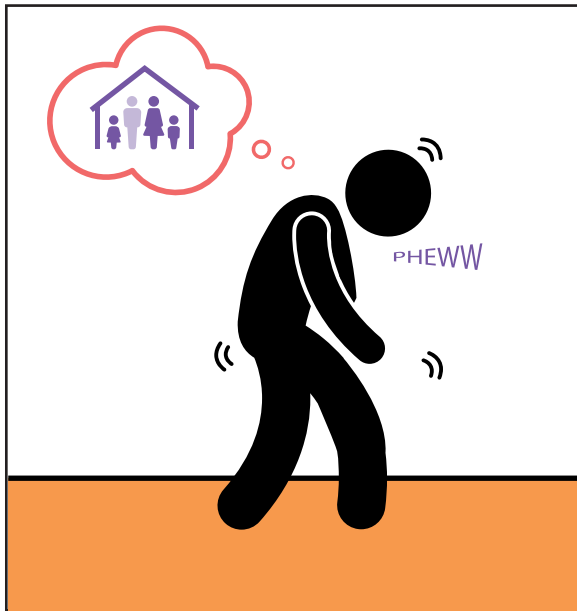
Any Other Key characteristics: Father to two children (Ages 7 and 10). Works in a high stakes, pressuring environment. Passionate about his job as a nurse. Tries his best to balance work life and personal life. Usually exhausted from working long hours at the hospital.

Concisely describe what is happening

Jackson just got done with a 16 hour over-night shift.

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Tired and Ready to Go Home

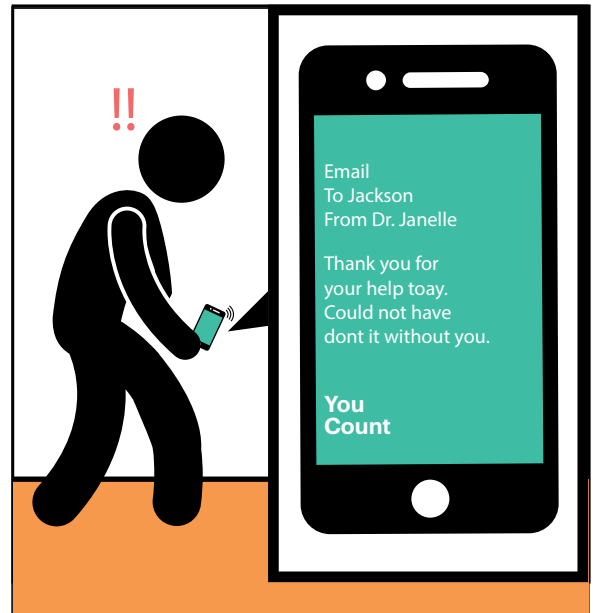


Concisely describe what is happening

He is exhausted and ready to go home.  
He is wondering if all of these long hours  
are worth being away from his family.

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Message Recieved

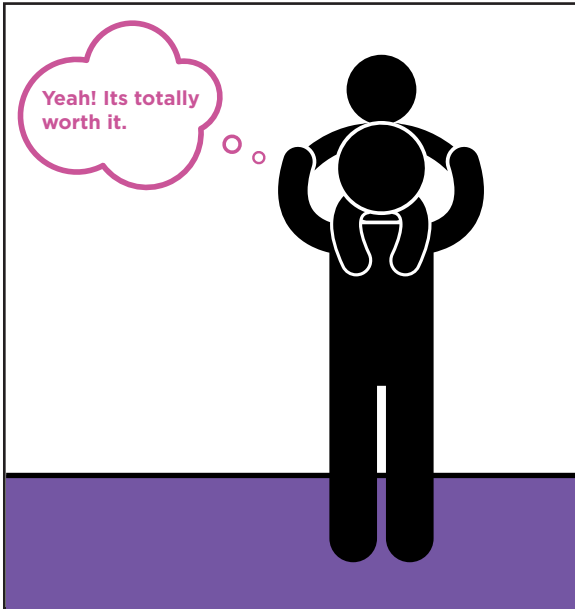


Concisely describe what is happening

On his way home, he recieves an email with a  
thank you note from the doctor he had been  
assisting throughtout the night.

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Feeling Appreciated



Concisely describe what is happening

Seeing this note makes Jackson feel appreciated  
for all the hard work he does.

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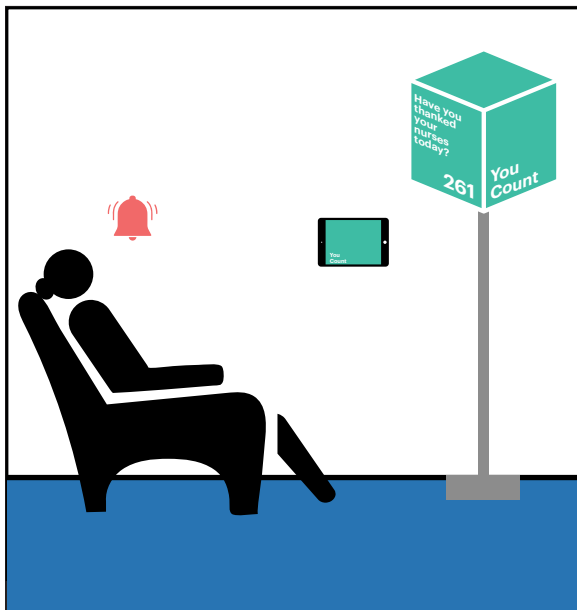
## CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.

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Draw and describe the ideal user 2

Appreciating Others



Name: Janelle (Message Sender)

Age: 50

Profession: Senior Doctor

Any Other Key characteristics:

- Mother, and wife.
- Works in a high stakes, pressuring environment.
- Passionate about her job as a doctor.
- Spends most of her time at the hospital working.

Concisely describe what is happening

Dr. Janelle has just gone on her break for the day.

While relaxing, she sees the lamp remembers how her nurse was very helpful today.

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Remembering



Concisely describe what is happening

She can't remember the last time she took  
time out to thank her nurses.

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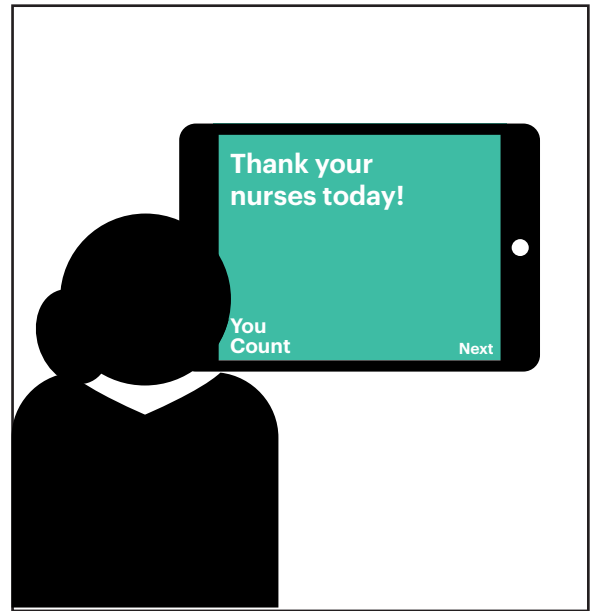
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Sending Message



Concisely describe what is happening

She uses the You Count ipad to send a  
personal thank you note to the nurse  
that assisted her.

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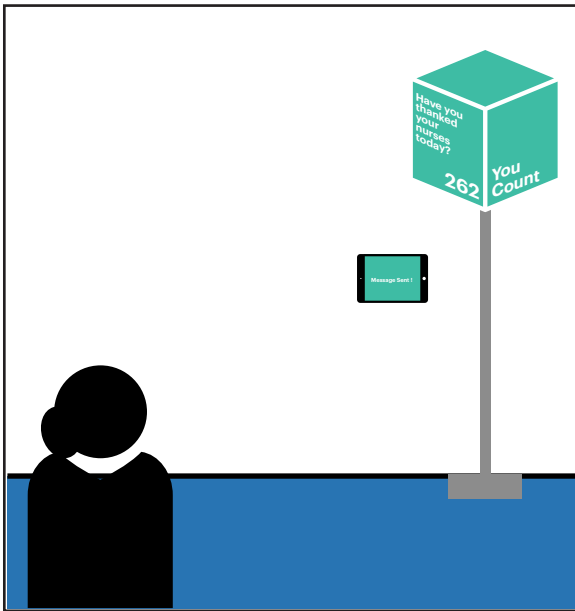
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Feeling Positive



Concisely describe what is happening

As she sends the note, she sees the number on the lamp rise. This makes her feel satisfied about the positive work environment she is creating for her colleagues.

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