ACTIVITY

04
CREATE AN EXPERIENCE MAP

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Create your own experience map

Concisely describe what is happening

1. LOCAL NEWS PAPER
2. RADIO SHOW
3. Mischal (4) goes in the store with his dad and grabs a jar of peanut butter and shows it to his dad.
4. Dad notices a different label.

Concisely describe what is happening

Dad reads the label with nutritional facts and tips and he sees a quiz with a prize (e.g., a bicycle) and he sends a text message to participate.
ACTIVITY

04

CREATE AN EXPERIENCE MAP

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Create your own experience map

Title: AWARENESS (2)

Just before the Christmas holidays, Patrick noticed new bottle of oils and got a litre bottle that can be trans formed in a truck. Perfect present for his son. He also gets a 300 ml mug helps country

Title: FIRST INTERACTIONS

Yvonne (3) is learning how to count with the 300 ml bottle and Pete is playing with the truck.
ACTIVITY

05

DETERMINE WHAT TO PROTOTYPE

Transfer your Post-its and answer the questions below.

**Title** IMPACT: PARENTS

Parents are talking about the nutritional tips. Mishka's dad after winning the bicycle created a parents' group to discuss on a monthly basis.

**Title** IMPACT: KIDS

Kids are playing with their new toys. They exchange parts to create new toys.