

ACTIVITY

04

CREATE AN EXPERIENCE MAP

Page 5 of 7

Create your own experience map

1

Title A wanness

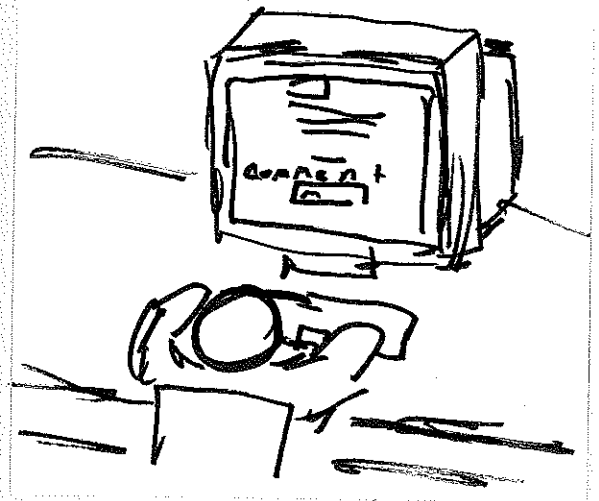


Concisely describe what is happening

- People are becoming aware of the platform:
- 1) They find it on the internet
 - 2) A friend tells them about it.
 - 3) They participate in a club or at school.
 - 4) Other media.

2

Title First participation



Concisely describe what is happening

- The person starts participating by reading, then commenting, and finally creating an account and posting. They will also tell their friends about what they read.

ACTIVITY

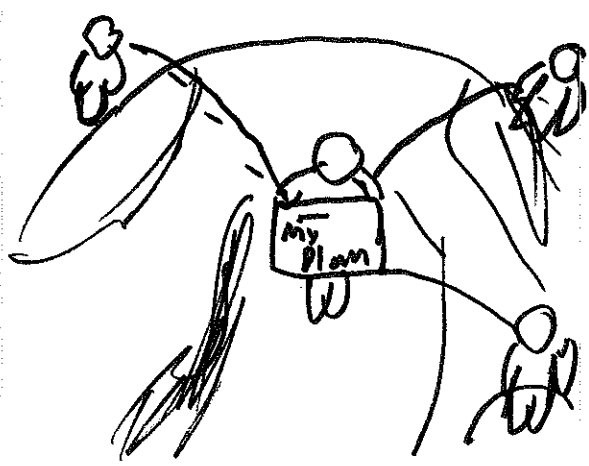
04

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Page 6 of 7

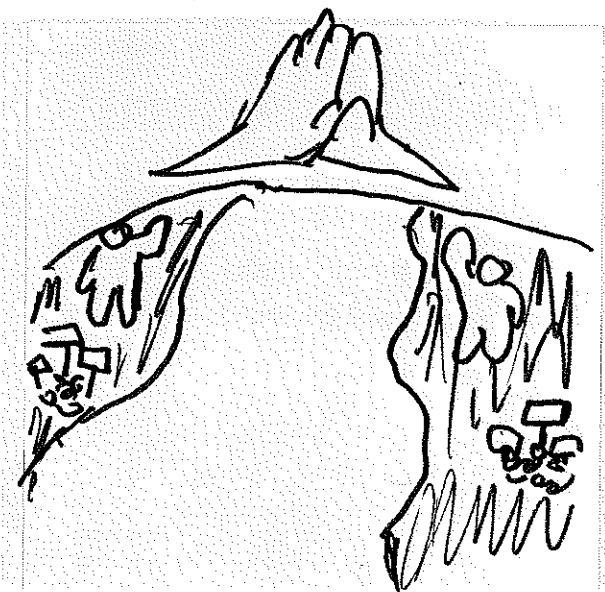
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3
Title Interaction



Concisely describe what is happening
They discuss with others, ask questions, and start developing a way they can make change, or expand on their project.

4
Title Collaboration



Concisely describe what is happening
They brainstorm activities to do in their own country, and connect with others to make it a global movement (Taking action.)

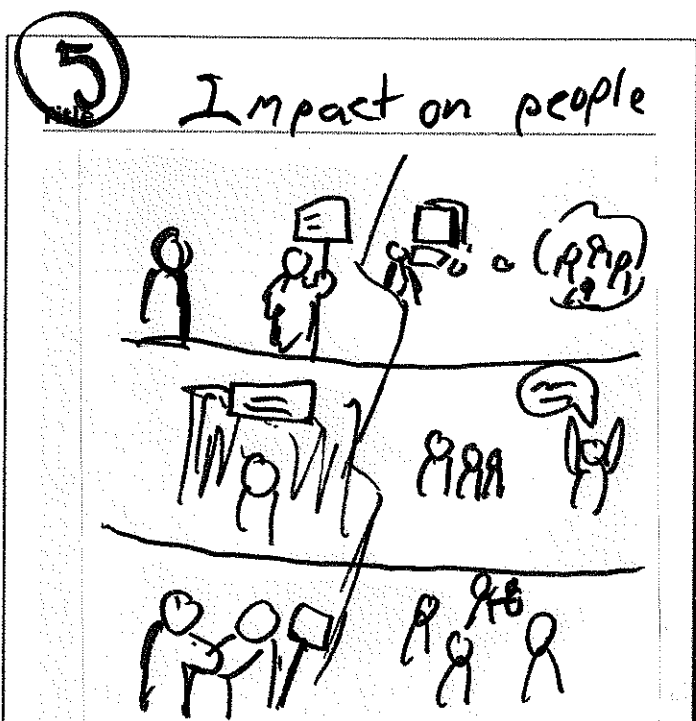
ACTIVITY

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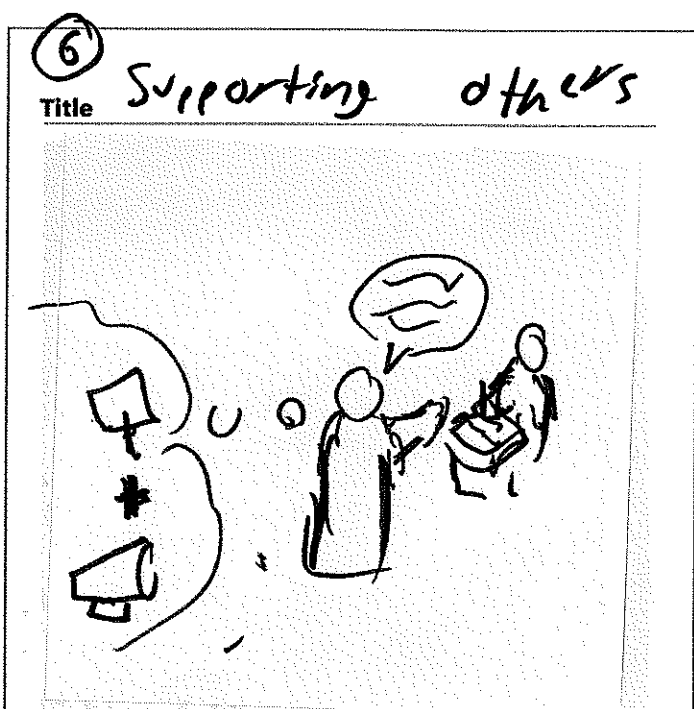
Page 7 of 7

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Concisely describe what is happening

- 1) People in the same community/city may start participating in a program they saw on the platform or in real life.
- 2) someone decides to start a similar program somewhere else.
- 3) people become more aware and reflective on their behaviours.



Concisely describe what is happening

once a person has completed one idea, they can then look through the platform, supporting and giving feedback to other people.

last on back →

① Action in real life.



People will develop a
new mind set, and
take action in real
life when they
see something
wrong and/or not
right.