### Description

How to use this tool:
- Use the tool at the start of projects to map and evaluate how customers experience the existing service.
- In one-to-one sessions or group workshops with your users, write down all of the service touchpoints you can think of. Score the experience of each activity, then estimate the time and cost associated with them.
- Analyse the user experience throughout the service journey.

### Time

How many hours does each task take to complete.

### Cost

What is the cost of this activity. Include human and capital costs.

### User Experience

How positive/negative is the user experience of each activity. 1 = poor / 10 = positive.