Towards Mapping Experience Design for the Internet of Things

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Mapping Experience Design

help people

meaningful experience of a place

maps capable of supporting different user experience dimensions

cognitive
sensory-physical
affective
social
Mapping Experience Design

1. **User-centered process**: develop maps that provide interactions that support user experiences
   - Map-as-an-interface
   - Cognitive dimension of an experience

2. **Context**: help tourists in the assimilation of geographic knowledge about places
The MXD process

- **Concept**
  - Identify
  - Vision

- **Exploration**
  - Uncover
  - Content

- **Synthesis**
  - Integrate
  - Context

- **Execution**
  - Engage
  - Users
The MXD process
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Concept
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The MXD process

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  - Users
Tourist Behaviour

Explorer

Follower
SYNTHESIS

User

Activities

Place

Maps
Mantal Maps

Explorer

Follower
Context

• Physical, temporal, evolutionary and technological context

Explorer mental map evolution

Day 1

Day 6

Day 12
The process steps

- Concept: Identify Vision
- Exploration: Uncover Content
- Synthesis: Integrate Context
- Execution: Engage Users
Explorer scenario

Kristian expands the support and the system displays the route and the associated POIs.
Breakfast in Los Timbales

10 min. - 1 transfer
Walk down Alcalá street from Las Ventas to enjoy the atmosphere and tertulia. Traditional, good cooking and fine service.
...... a few minutes later in the subway train

The system displays photographs of the city and POIs by passing subway train
Conclusions

• MXD process is a new approach far away from the origins of mapping design, when maps aimed to communicate the cartographer’s interpretation.

• MXD moves mapping design towards a design process based on the users themselves, and the way they experience space.

• The preliminary results are promising towards making maps that support users experiences in an increasingly interconnected world.