






OneEleven Experience Map

Scope Start-up founders who are trying to find the best-match services that can help their business grow.

Focus Mapping out the experience of how start-ups founders fail to become OneEleven's members.

	Research	Incubator Research	Explore OneEleven Webiste	Apply for Membership	Exit the Website
Actions	<ul style="list-style-type: none"> Decide to grow the company Explore solutions with others Search on the internet 	<ul style="list-style-type: none"> Browsing different incubator websites Compare different incubator services Ask friends/people they know for suggestions 	<ul style="list-style-type: none"> Explore the website for information Look for programs and supports OneEleven offer Try to decide eligibility Try to find out recent events and current members/alumni 	<ul style="list-style-type: none"> Check application eligibility Input needed information Try to jump to different sections 	<ul style="list-style-type: none"> Exit the website Look for other options
Thinking	<ul style="list-style-type: none"> What does my company need now to get to the next level I need office space and grants I can find network, educational programs, and physical space in an incubator. 	<ul style="list-style-type: none"> There are so many options out there My friend told me OneEleven provides flexible office space. I want to check it out Which one will be a perfect match for me? 	<ul style="list-style-type: none"> What are the eligibility criteria? What is the price? I cannot find enough information about the services I am not sure about the support that OneElven provide? What are other companies using OneEleven? 	<ul style="list-style-type: none"> Am I eligible to apply? I still didn't see the criteria? The banner at the bottom is distracting The application is so long Cannot jump between sections. Is the website broken? 	<ul style="list-style-type: none"> I wonder if I should use OneEleven I still don't know much about OneEleven
Feeling	<ul style="list-style-type: none"> Uncertain / Hopeful/ Optimistic 	<ul style="list-style-type: none"> Curious/Overwhelmed 	<ul style="list-style-type: none"> Confused/Flurried/clear 	<ul style="list-style-type: none"> Impatient/Lost 	<ul style="list-style-type: none"> Disappointed/Weary/Frustrated 
Painpoints	<ul style="list-style-type: none"> Hard to decide which one to choose among all incubator options 	<ul style="list-style-type: none"> Hard to decide which one to choose among all incubator options 	<ul style="list-style-type: none"> Not clear about the eligibility criteria for being a member at OneEleven Introduction of the company is not clear Information about the services provided are not detailed enough Don't know other companies' stages/scales 	<ul style="list-style-type: none"> The application process is long and complex The section design in apply page is confusing 	<ul style="list-style-type: none"> Unsure about what incubator best fits his need
Desire	<ul style="list-style-type: none"> Choose the most helpful incubator service 	<ul style="list-style-type: none"> Choose the most helpful incubator service 	<ul style="list-style-type: none"> Easily find the service information OneEleven provided Learn more about digital marketing, sales, capital raising skills Establish connection with other tech founders Know about pricing and eligibilty information on the website 	<ul style="list-style-type: none"> Easily apply and connect to OneEleven Short application procedure The application process is flexible 	<ul style="list-style-type: none"> Find the incubator service that best suits his needs