



User Journey

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Introduction

User:

A motivated person that undergoes tasks and activities to achieve a certain goal

Journey:

Is the process that a person goes through interacting with a system to achieve their goal/s, this interaction produces thoughts, emotions and thus pain point

Design Phases



Introduction

Is a visualization of the process that a person goes through in order to accomplish a goal tied to a specific business or product. ~~It's used for understanding and addressing customer needs and pain points.~~

- Identifying users pain points.
- Creating a team shared vision and understanding of the users behavior.
- Converting Qualitative data into an understandable story.

Best User Journey maps are based on real behavioral data. Refined and tested multiple times as you understand more about your user



Introduction – Customer vs User Maps

Not every customer is a user and not every user is a customer!

Contents

Context

Emotions

Expectations

Motivations

Thoughts

Pain

Points

Positive

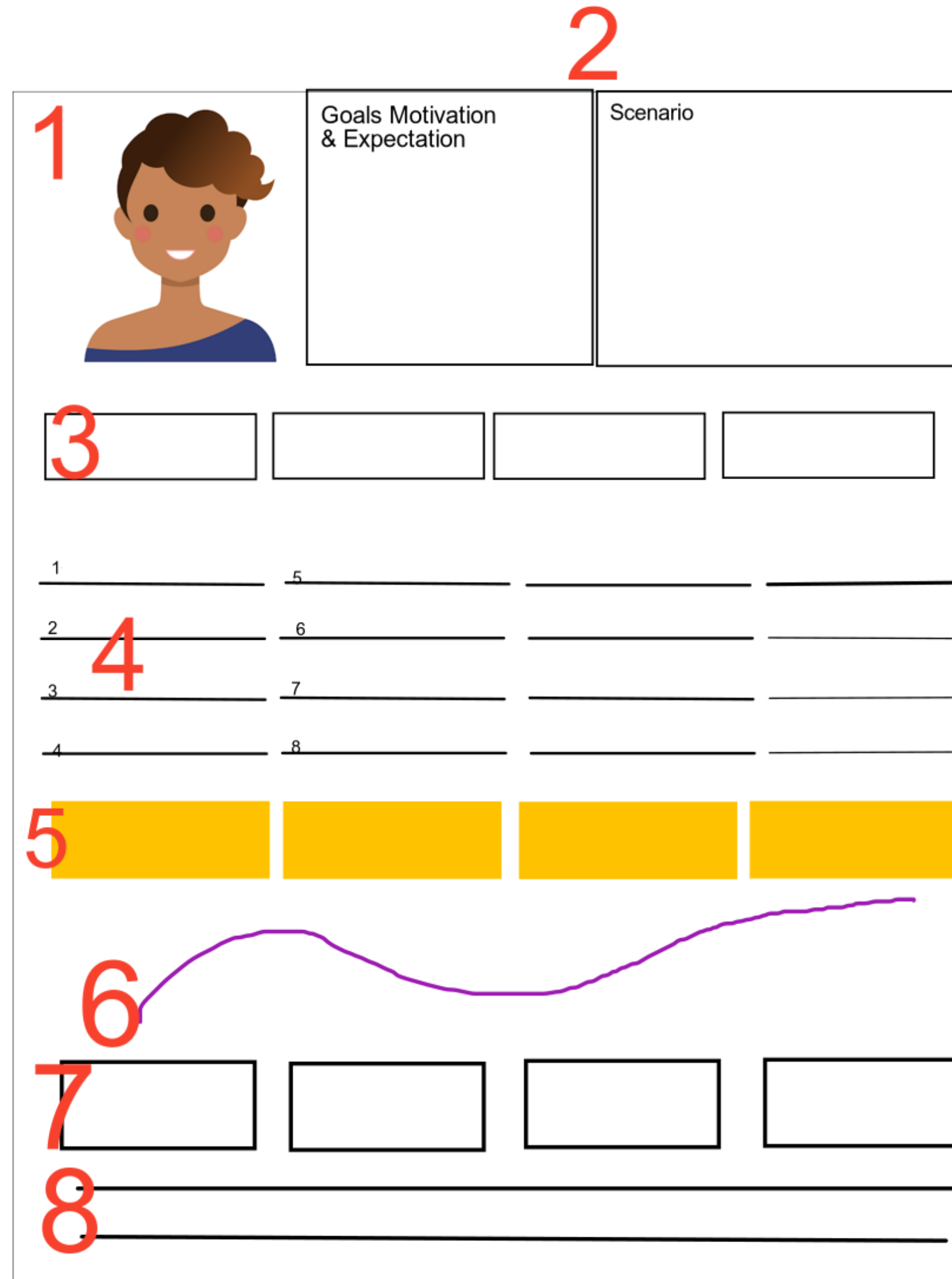
Points

Goals

Interactions

Devices

Introduction – Layout



ServiceNow: <https://www.servicenow.com/content/dam/servicenow-assets/public/en-us/doc-type/success/quick-answer/user-journey-map.pdf>

Instructions

Step-by-Step Instruction

1. Identify the Persona (1 per Map)

2. Choose the Scenario to map

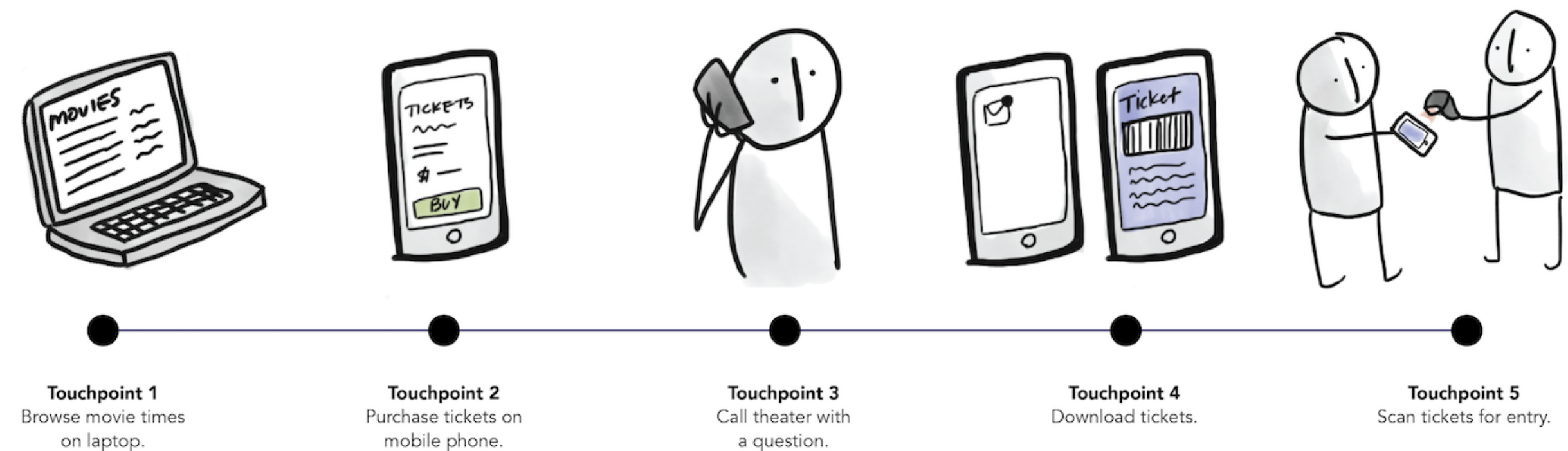
1. Beginning, End, Motivations and Goals

3. Journey Phase

1. Abstract Series of User Actions to Achieve Their Goal Into Phases

2. Identify Touchpoints

CUSTOMER JOURNEY: A USER VISITS THE THEATER



Instructions

Step-by-Step Instruction



4. User Actions

1. Actual Behaviors and Steps Taken by User

5. User Thoughts

1. Questions, Motivations, Information, Needs

6. User Emotions (aligned with thoughts and actions)

1. Every action carries with it expectations, and these expectations drive emotions. (D. Norman)

7. Opportunities (how to change certain areas)

8. Team Ownership (distribution of tasks)



Strengths:

Helps to gain a user-centered view on the product and to find design and usability problems.

Weaknesses:

Requires a lot of data. Money and time consuming. Needs continuous maintenance, because adjustments in one are might cause changes in others.



Contact

usability-siegen.de

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