4

Crafting the User Journey

Crash course in UX

Homework Review

Personas
& User Scenarios

Present one of the personas you created at home with a user scenario for it.

Financial Analyst

31
lives with his girlfriend

2 years of experience
3 months in Deloitte

Bachelor in Economics

"I often need to organize a bulk of files and folders of the client in a meaningful hierarchy"

MICHAEL SMITH
ORGANIZE THE HIERARCHY

I must evaluate a third party company for one of our clients for a merger deal. They have their own document management system and all financial documentation resides in one folder with hardly any structure. My task is to organize the documentation according to the industry standards and extract the relevant data for my analysis.

Create a structure from flat data (files & folders)*
I need to create empty folders or drag one file on top of another to place them both in a newly created folder. This needs to be reflected to the data so that next time I open the system the structure us preserved.

Reorganize hierarchical data (files & folders)*
I need to be able to drag files on top of existing folders, which would place them inside those folders. This needs to be reflected to the data so that next time I open the system the structure us preserved.

*Scenario that was outlined by a participant in the brainstorming session.

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INFRAGISTICS
DESIGN / DEVELOP / EXPERIENCE

Creative

35
married with kids

9 years experience
3 years with

Master

"I usually for item add to a group, w then man in one another

MELISSA JENKINSON
MULTIPLE SELECTION

Search and select in a multiple selection context*
I often need to select multiple items from a very long list and invoke an operation upon them. Discovering what I look for is extremely hard by scrolling sequentially through the list even if it is sorted. Search is very useful but when I enter the name of the second item I look for and hit enter, my current selection is cleared and I cannot carry it over to add the second item to it.

Using the keyboard
I use a graphic tablet extensively in my daily work but my hand often gets tired from drawing. Therefore, for tasks that need less precision I prefer to use the keyboard e.g. for selecting a number of layers in my graphics editing software. I often need to select multiple layers and change one of their properties (visibility, colors or apply a filter). I usually prefer to perform this with the keyboard irrelevant if it is a sequence of layers or randomly distributed ones in the list.

*Scenario that was outlined by a participant in the brainstorming session.

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INFRAGISTICS
DESIGN / DEVELOP / EXPERIENCE

User Journey: What is it?

Our product/service interactions from users' point of view

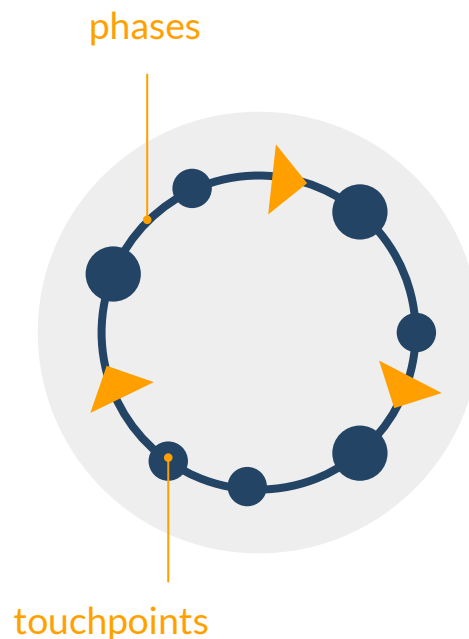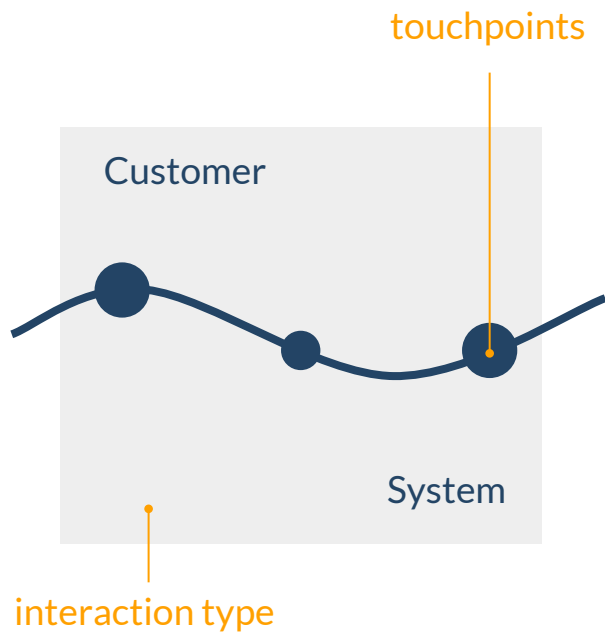Aspects of User Journeys:
Content
Complexity
Layout

User Journey: Layout

touchpoints

Customer

System

interaction type

phases

touchpoints

User Journey: Layout

Starbucks Experience Map

Date: 3/22/10
Eric - Repeat Customer
Purpose: To work/drink coffee

User Journey: Layout

User Journey: Content & Elements

User Journey: Complexity

User Journey: Complexity

Sarah's Broadband Provider Journey

Sarah is moving her family of three. She knows she's going to need phone and Internet service. The effective and contextual factors that will affect Sarah's choice in broadband vendors are price, and her existing knowledge of and previous experience with service providers.

effective

Thoughts & Feelings

We're moving.
Price has to be right.
I have little to no knowledge.
My previous experience wasn't good.
I'll go online.
Aspirational
There's a lot here.
Overwhelmed
I'm not even sure what this means.
I'm not going to be able to do this alone.
Excited and empowered
I'll use my buddies advice.
I should refine my vendor search.
It's decision time.
Anxious
This process is a nightmare.
Why do they need so much info?
How come I have to pay so much up front?
Frustrated
When will my service be activated?
Where's the service guy?
These installation times are vague.

Emotional Experience

- Calls to order service
- Goes online and checks out different options
- Consults with influencer
- "I can't afford what I'm finding here."
- Go back
- "I've been on hold for too long. I'm hanging up."
- Ends phone call
- Go back

Emotion throughout journey
Emotion toward vendor

Phases of the Journey

Inquiry

Description

The Inquiry phase features the reasons people are shopping around for new service. These are usually related to moving and relocation, an upgrade to existing service or hunting down new deals. Moving is the biggest reason.

Recommendations

Design homepages with separate, targeted call-out areas lying above the fold, tailored for residential and tech-savvy customers. Internal product areas should include basic plain-English product descriptions and large price points with a clear call to action. Bullet points should include keywords that summarize options and features typically found in product datasheets.

Comparison

Description

The potential customer comes into the Comparison phase usually armed with the right info and tech jargon and is looking for the lowest cost. Customers tend to be brand agnostic. If they can't find the right price or the right services, they may leave and go back to Inquiry.

Recommendations

Use IP location services to geo-locate customers – removing the current service address roadblock. This allows users to configure services before adding them to the cart and reflects bundled price discounts in a clear and obvious manner.

Purchase

Description

The Purchase phase involves the provider requiring quite a bit of personal info. The order flow tends to be complex, and the process can be all over the map. There is a sense of delayed gratification – waiting on service installation and activation.

Recommendations

Reduce the amount of information required by streamlining and improving any areas that contain form fields, using industry best practices. Work on setting expectations for the Installation phase with phone customer service reps to improve the overall experience with your brand.

Installation

Description

The Installation phase is the handoff from customer service to the installer. There are usually scheduling conflicts among all parties involved. This phase can be somewhat painful for the customer in dealing with the installer.

Recommendations

Many factors converge to make this phase of the customer journey unpleasant. Providing accurate arrival times, courteous technicians and clear instruction materials during Installation can help alleviate the negative experience in this phase. Also, consider having leave-behind customer comment cards so customers feel empowered to give feedback into the process.

User Journey: Complexity

User Journey: Elements & Layout

User Journey: Elements & Layout

User Journey: Elements & Layout

User Journey: Assignment

User Journey: 1. Ingredients

User Journey: 2. Mixing

User Journey: 2. Mixing
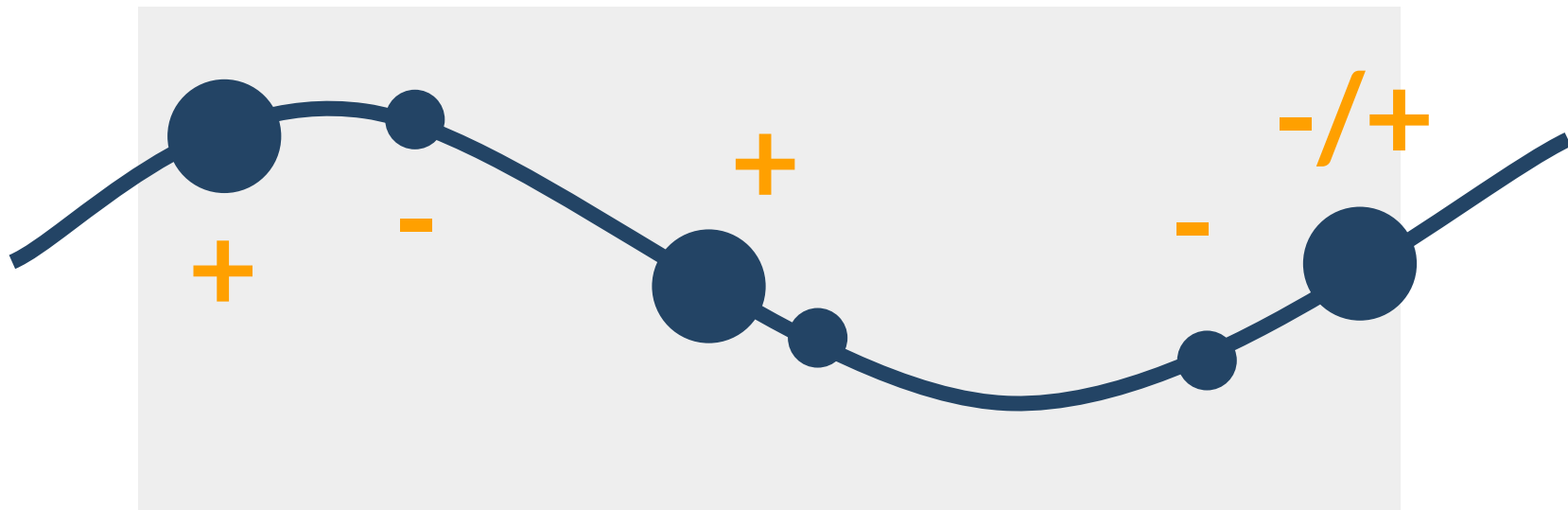
Sketching a path

User Journey: 2. Mixing

Focusing on emotions

User Journey: 2. Mixing
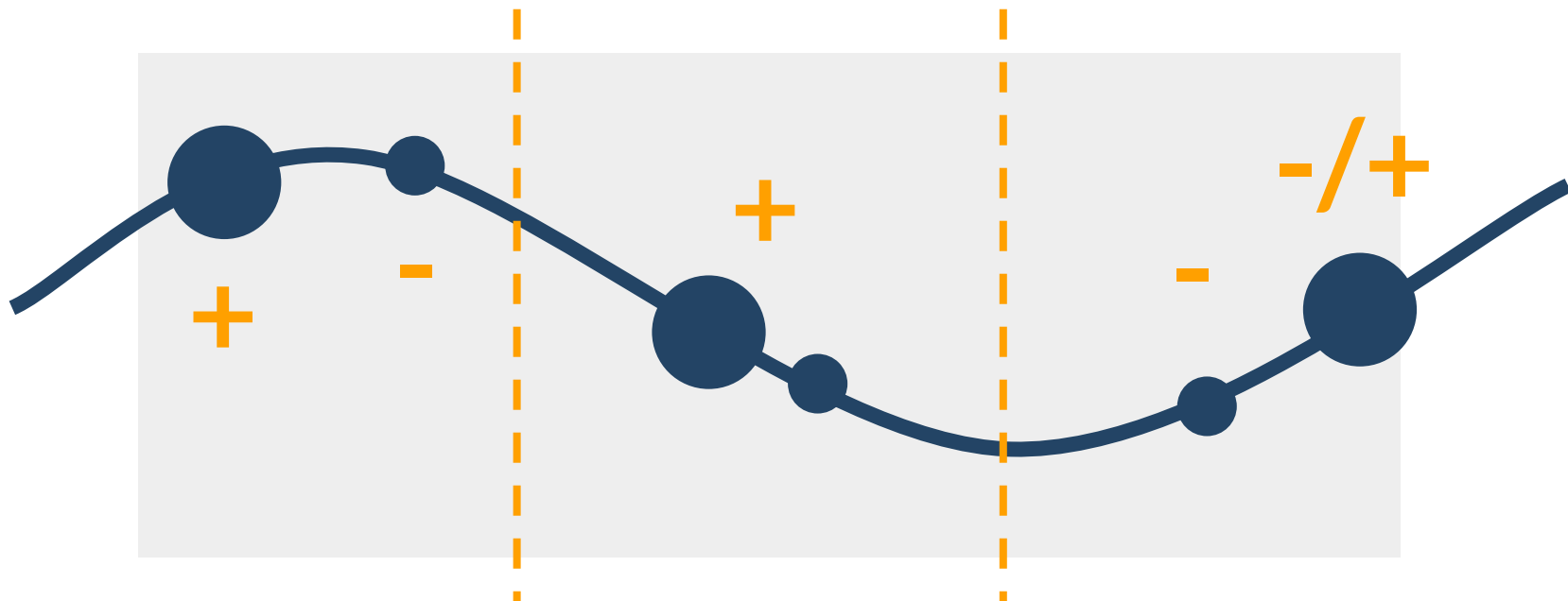
Interaction phases

User Journey: 2. Mixing
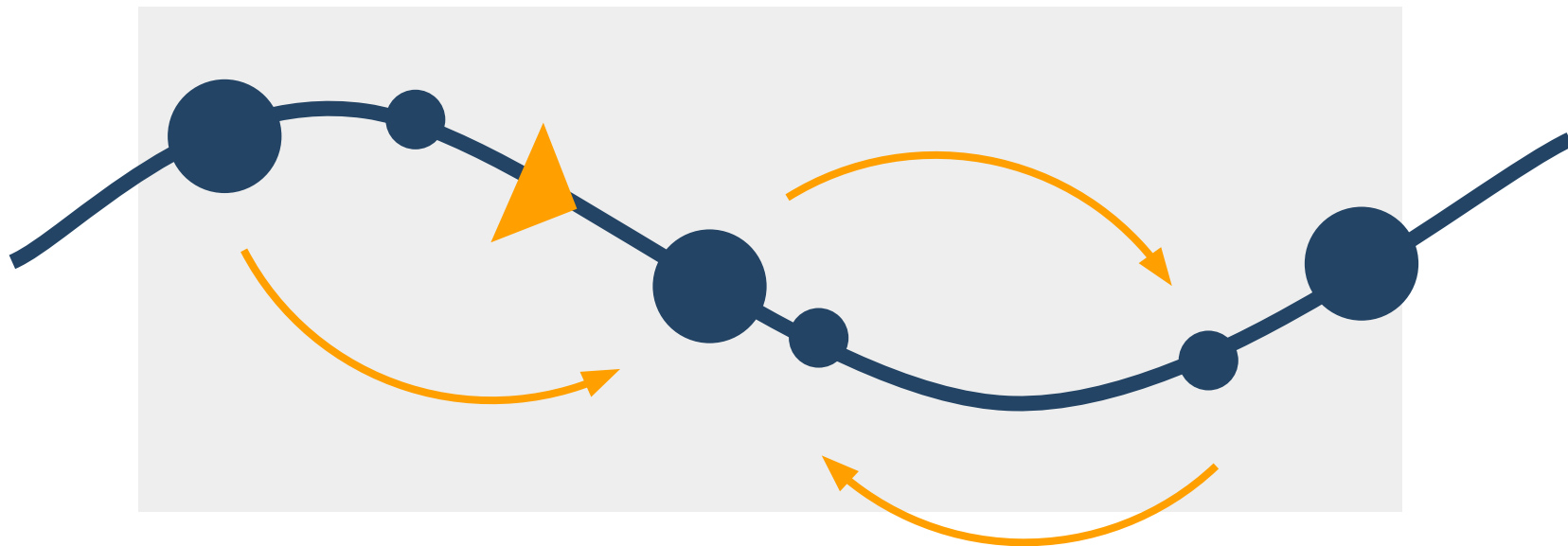
Connection type

User Journey: 2. Mixing

This could be irritating for the user …

This could be irritating for the user …
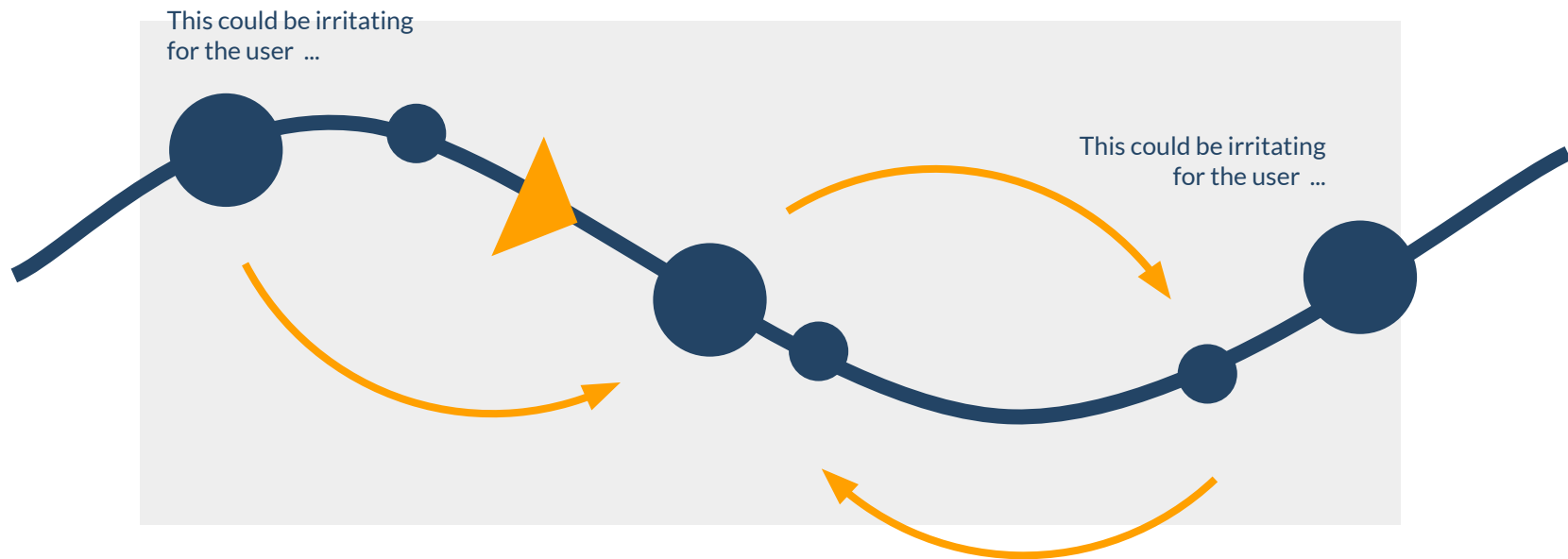
Content and interaction opportunities and barriers

User Journey: 5. Bring it all together

persona

persona feelings and thoughts

Phases

Experience path and touchpoints

references
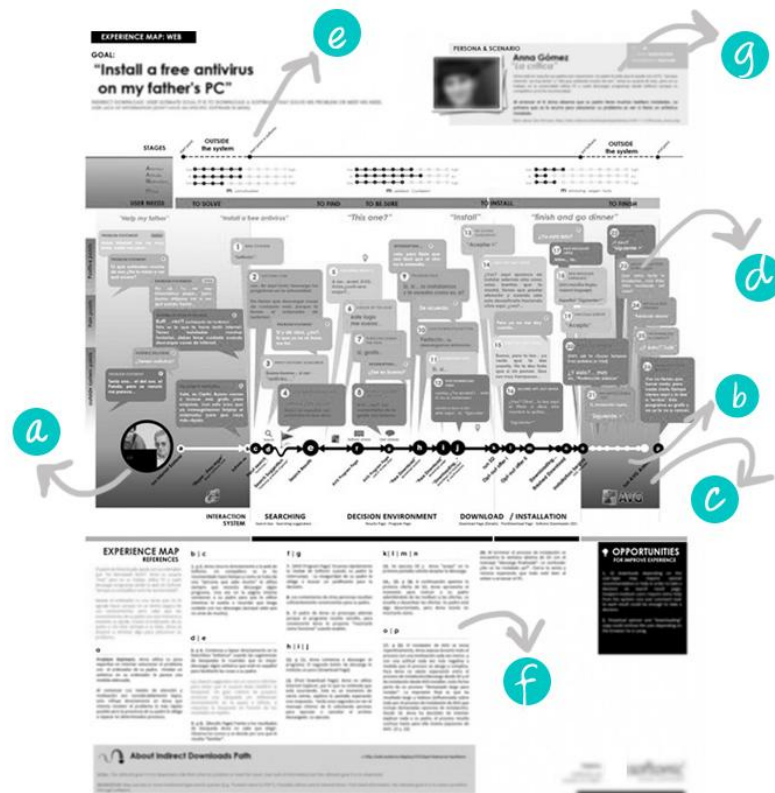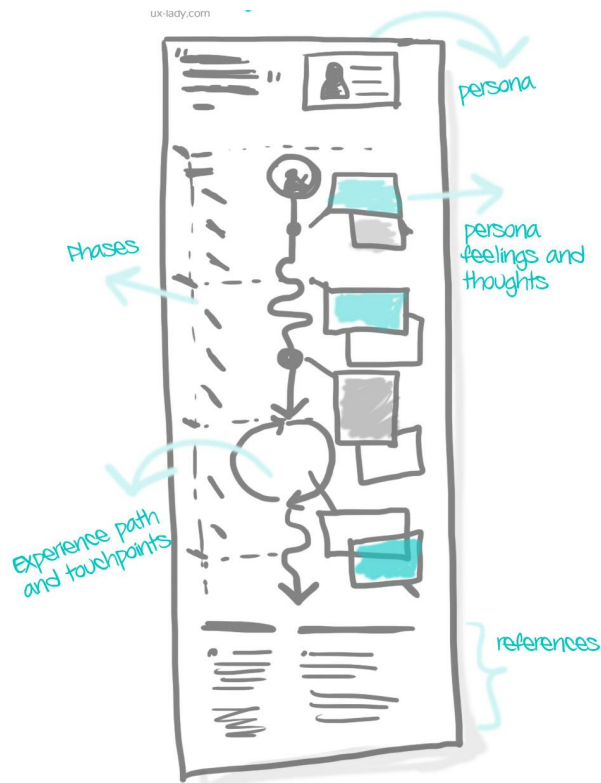
Homework Assignment

Complete the user journey for your product.

Validate the user journey with representative personas in real life that you already discovered.