

Video transcript

User journeys

In the field of UX design, UX designers mix their creativity with tools, guidelines, frameworks, and processes to craft exceptional experiences for users.

One such framework that guides them as they create a user-centered solution is the “user journey”.

Let’s find out what a user journey is and how it helps UX designers address their users’ needs.

Imagine you're planning a road trip with your friends. Before you begin, you need to know where you’re leaving from and where you’re going.

Just like a map on a road trip, a user journey is a guide to the route that a user takes when interacting with a digital product. This means that it has a beginning, an end, and a path in between.

The path for a user journey is divided into several stages.

Different industries, such as e-commerce and social media, will have different stages for their products or services.

However, some common stages for a digital product include: awareness, research and consideration, decision-making, support, and loyalty and advocacy.

What do these stages signify in a user story? Let’s find out!

During the awareness stage, the digital product is brought to the user’s attention. This might involve viewing an ad, hearing from friends or family, or stumbling upon it while searching online.

During the research and consideration stage, users actively start learning about the product. They might compare it with other products, read reviews, or seek more information to determine if it meets their needs.

At the decision-making stage, users decide to use the product. This might involve signing up or making a purchase.

As users engage with the product, they might also face issues or have questions. In the support stage, they seek support through customer service or self-help resources.

Finally, for users who had positive experiences, the loyalty and advocacy stage represents ongoing engagement. They continue using the product and finding value in it. These loyal users might also become advocates by referring it to friends or writing positive reviews.

To create this user journey, UX designers utilize user personas that provide them with deeper insights into users’ behaviors and motivations.

Once UX designers understand users’ needs and desires, they can map out the user journey stages, starting with awareness and all the way through loyalty and advocacy.

But why do UX designers need to put in so much effort to create a user journey? It is because a well-designed user journey provides significant value. It helps UX designers understand the experiences users might have at each step of their interaction with a digital product. It can also simplify the planning process for UX designers to create user-friendly experiences.

The most important thing to remember is that by creating user journeys, UX designers can understand their users and empathize with them to design experiences that address the users' needs at each stage.