

# UX & Web Design

User Journey



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Infragistics

<https://www.infragistics.com/>



Sli.do

**UX-web**

# The User Journey

The interactions with our product / service from the users' point of view

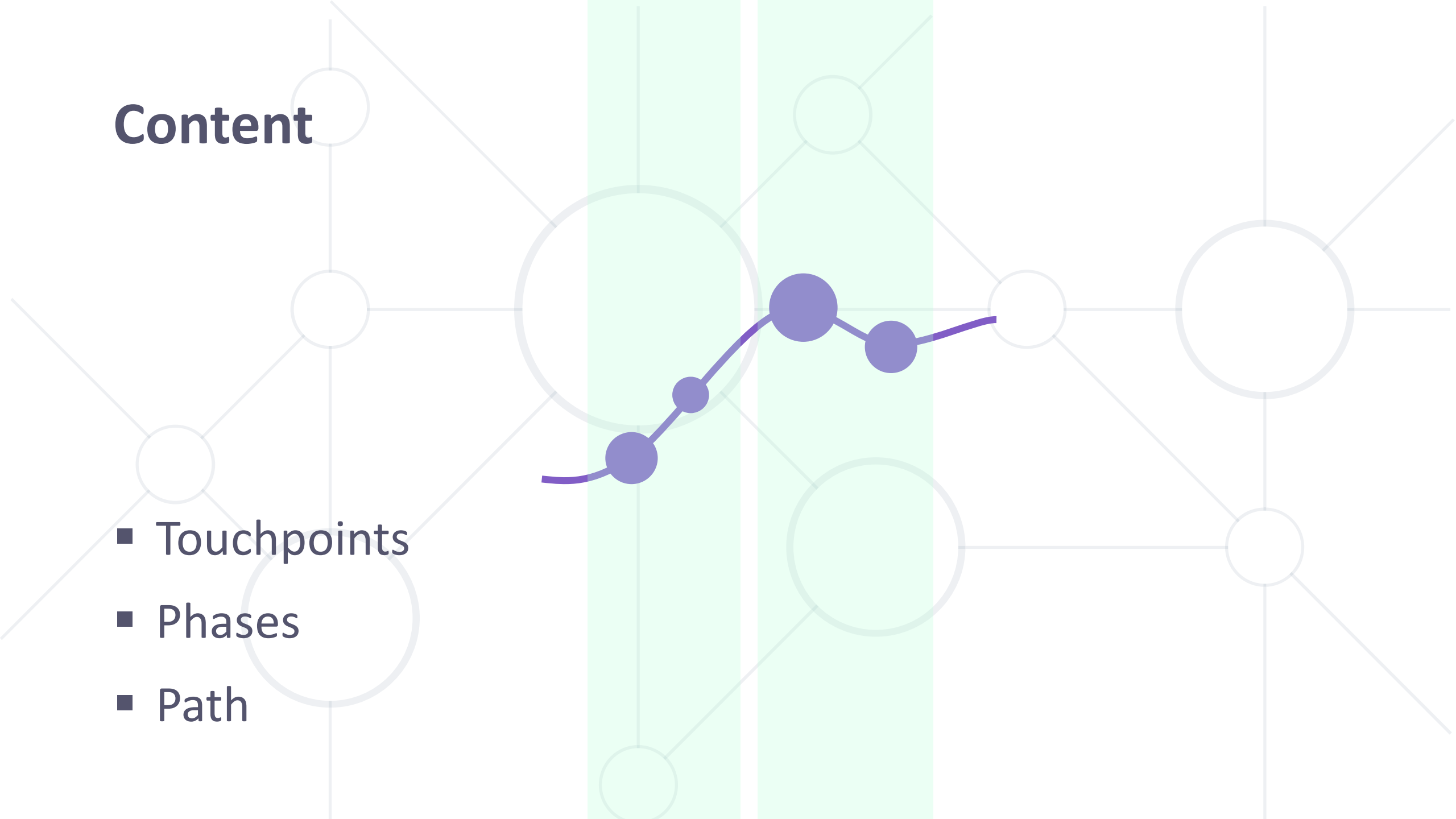
Aspects of User Journeys:

- Content
- Complexity
- Layout



# Content

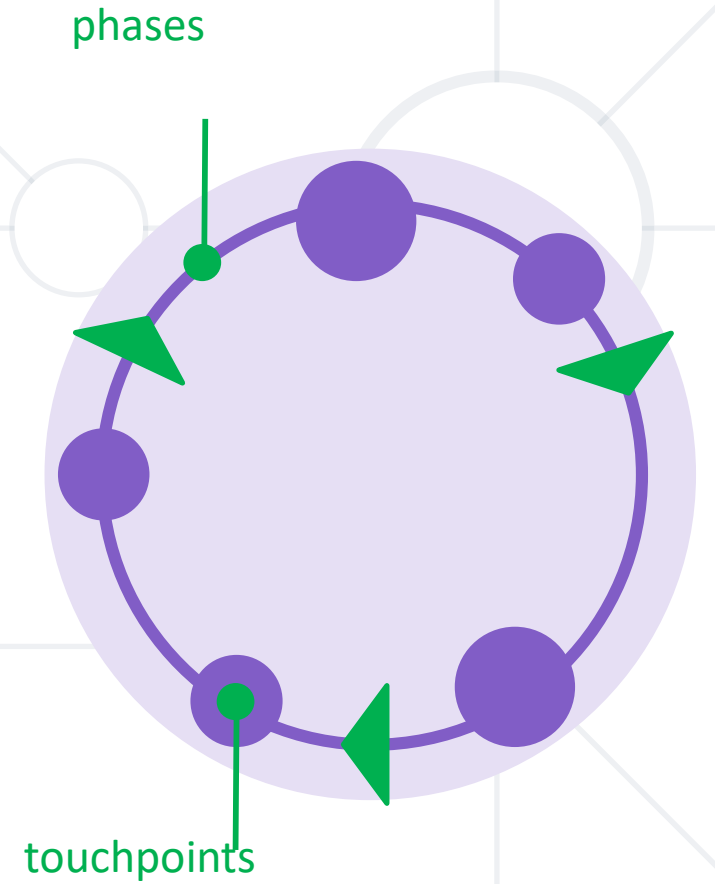
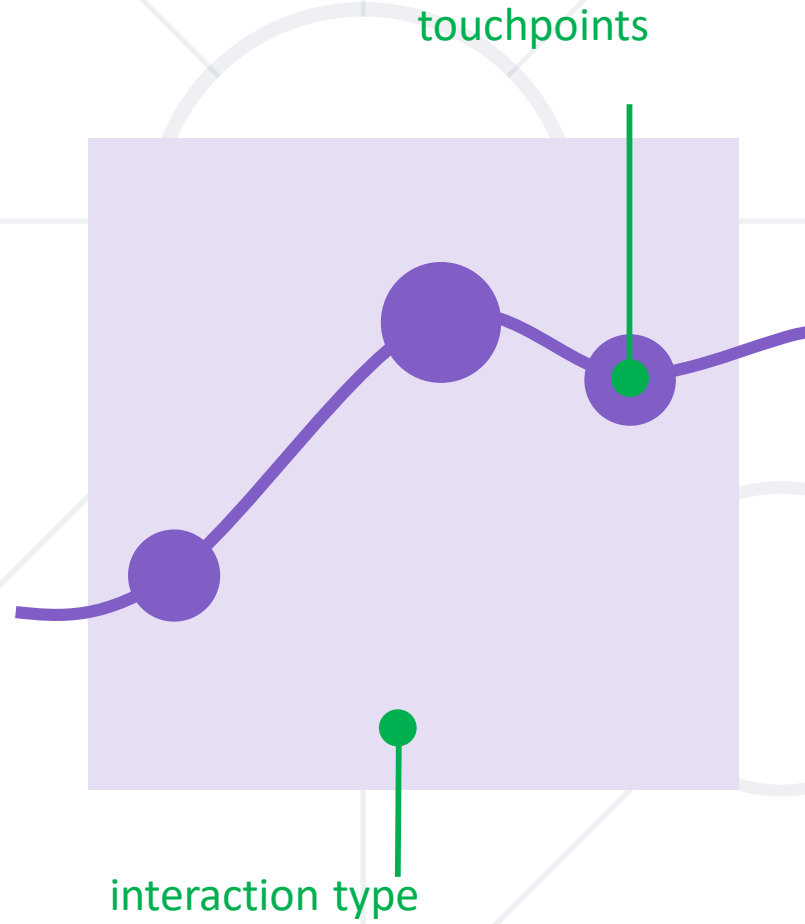
- Touchpoints
- Phases
- Path



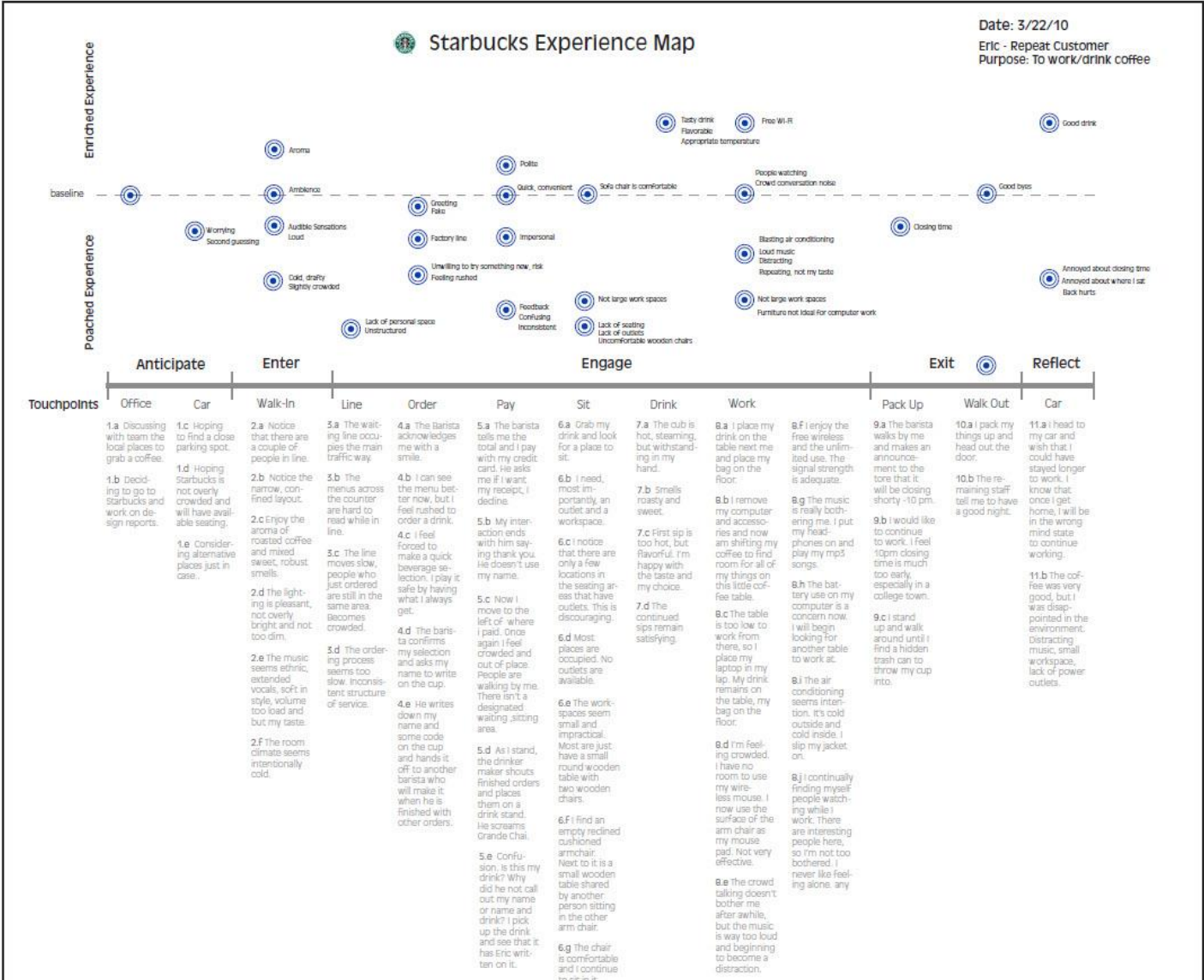
**Complexity**



# Layout

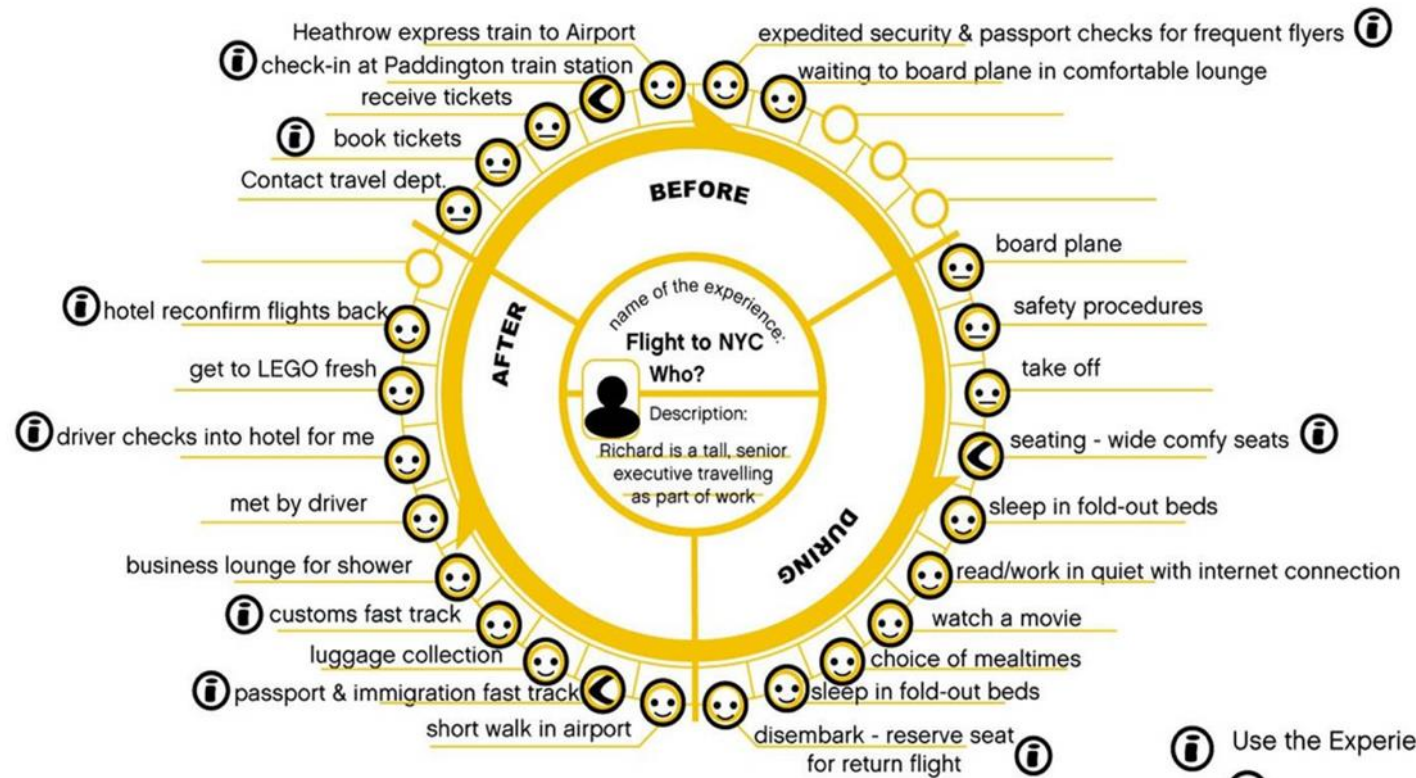


# Layout





# Layout



- Use the Experience Icons:**
- How can this be a positive experience?
  - Make or break moment - what can we do to make sure consumers come back time and time again
  - Where do we need data to help deliver the experience?



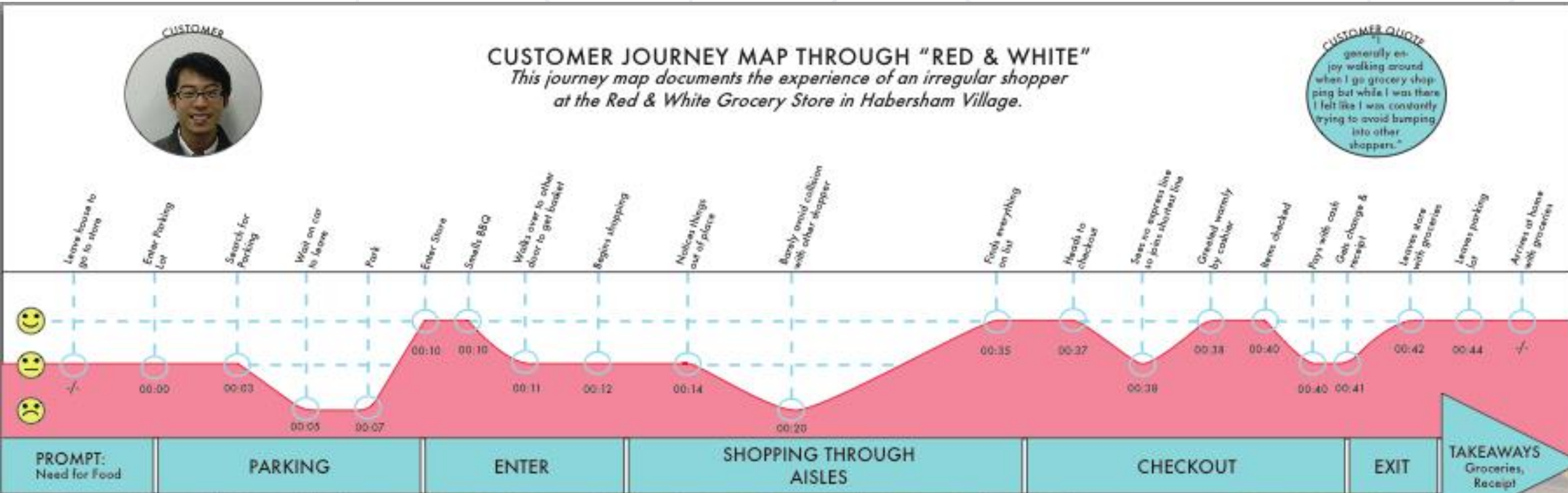
# Focus

Either on emotion or on functionality

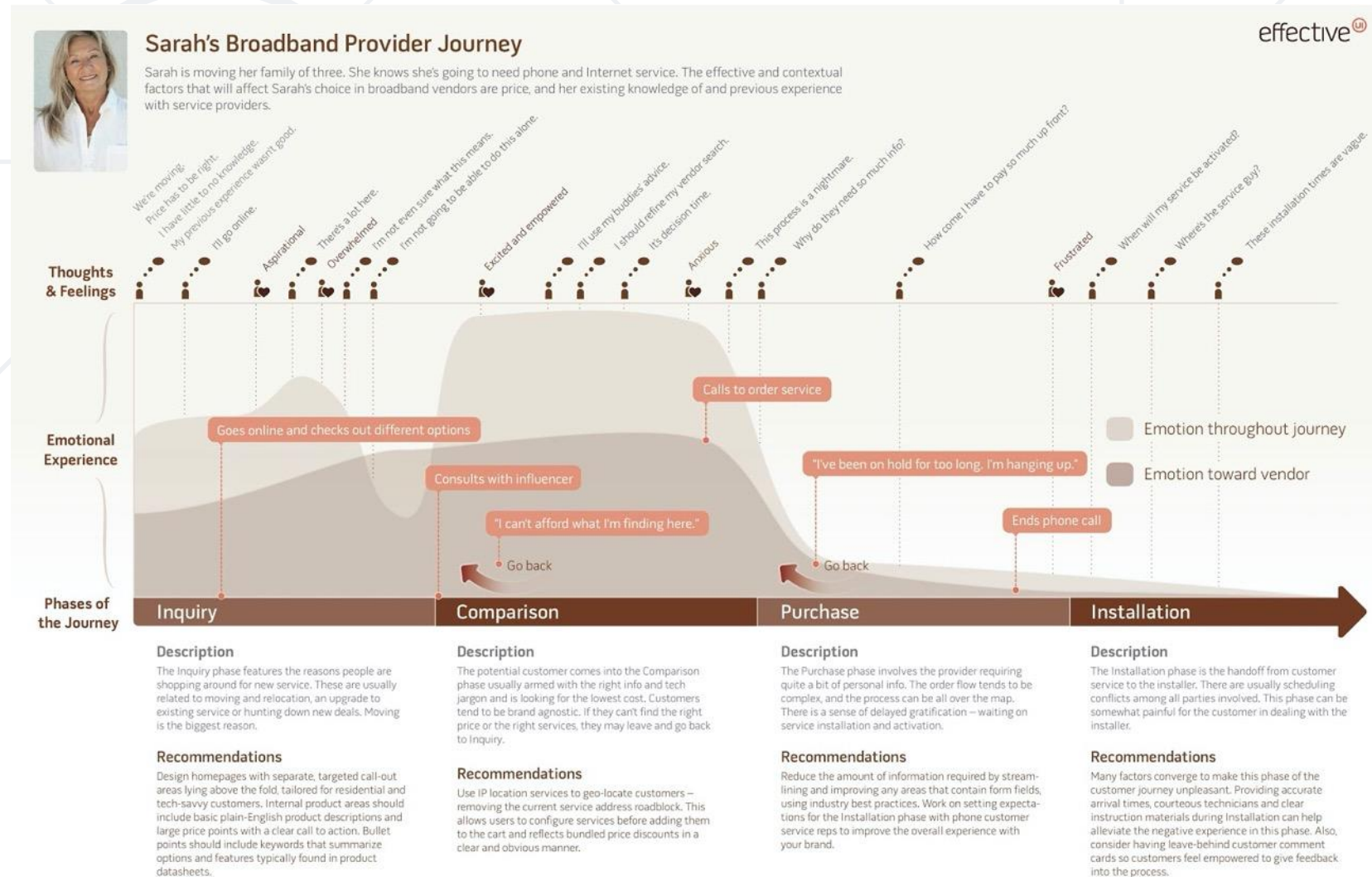
- Mental status
- Feelings and thoughts
- References



# Example



# Example



# Example

Petya

Submit an application for a procedure





# A complex user journey



Richard

Age: 21  
Location: Philadelphia, PA  
Occupation: Student  
Family: Single  
Household Income: \$20k/year  
Computer Skill:   
Influencer:

## Key Motivators

- Hears about games mainly from friends through word of mouth.
- Ability to play multiplayer with friends very important.
- Very aware of tech issues.
- Price conscious, values deals.
- May not own latest system but wants them badly.
- May not see latest games in development.
- Likes to purchase in person to have box to show off.
- Expects game to last a long time.
- Keeps up on latest gaming news to be "in the know".
- Reads and posts at blogs, gaming sites, forums.
- Researches online, buys retail.
- Read reviews and ratings.
- Plays almost all genres, choices depend on friends and mood.
- More focused on storyline.
- Willing to invest a lot of time into gaming.
- Likes to maximize game investment (find hidden sections).
- Plays almost everyday.
- Compares scores with friends.

## 3 Social Gamer

Comcast Experience Map v.1.0

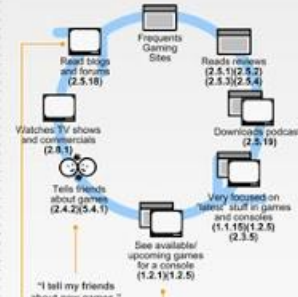
### Past Experiences



"I'll play whatever depending on my mood."

"PCs allow you to customize more."

### Awareness

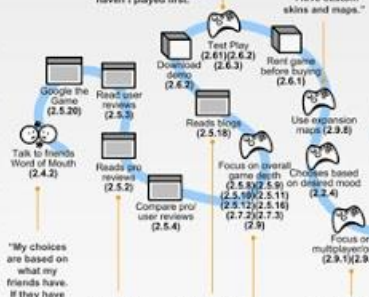


"I tell my friends about new games."

"I like to see new games in development."

"I like to see what's coming out for the new consoles."

### Choose



"My choices are based on what my friends have. If they have it, I'll buy something different."

"Reviews are important."

"I like how often they're updated and the human point of view. Just regular opinions."

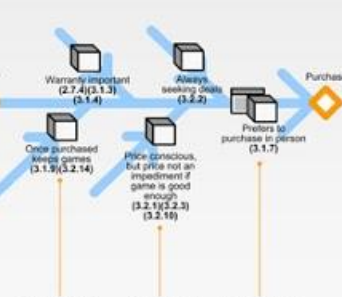
"Multiplayer is the #1 priority. It's more fun... there's a lot more variety through multiplayer."

"I have a library of games."

"If it's good I'll buy it eventually."

"I'll buy in person unless there's a discount online."

### Purchase



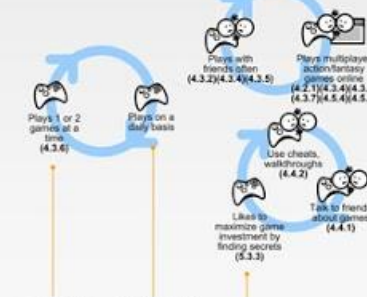
"I have a library of games."

"If it's good I'll buy it eventually."

"I expect prices to all be the same... I wouldn't wait a year for the price to drop to \$20 or \$30."

"I'll buy in person unless there's a discount online."

### Play



"I'll play it till I beat it! Until I beat it, I don't buy anything else."

"I play whenever I have free time."

"If I've paid for it I want to see everything. Games are expensive!"

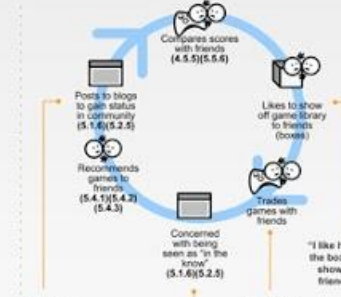
"I'll post if I have something to say. No flaming though!"

"I like to see the next comment after mine. But I don't want to be the last poster. It's like being the last guy picked for the team."

"I 'rest' from friends a lot (for free)... We don't really trade, but we share them and play with each other."

"I like having the boxes to show my friends."

### Share



"I'll post if I have something to say. No flaming though!"

"I like to see the next comment after mine. But I don't want to be the last poster. It's like being the last guy picked for the team."

"I 'rest' from friends a lot (for free)... We don't really trade, but we share them and play with each other."

"I like having the boxes to show my friends."

## LEGEND

### Processes



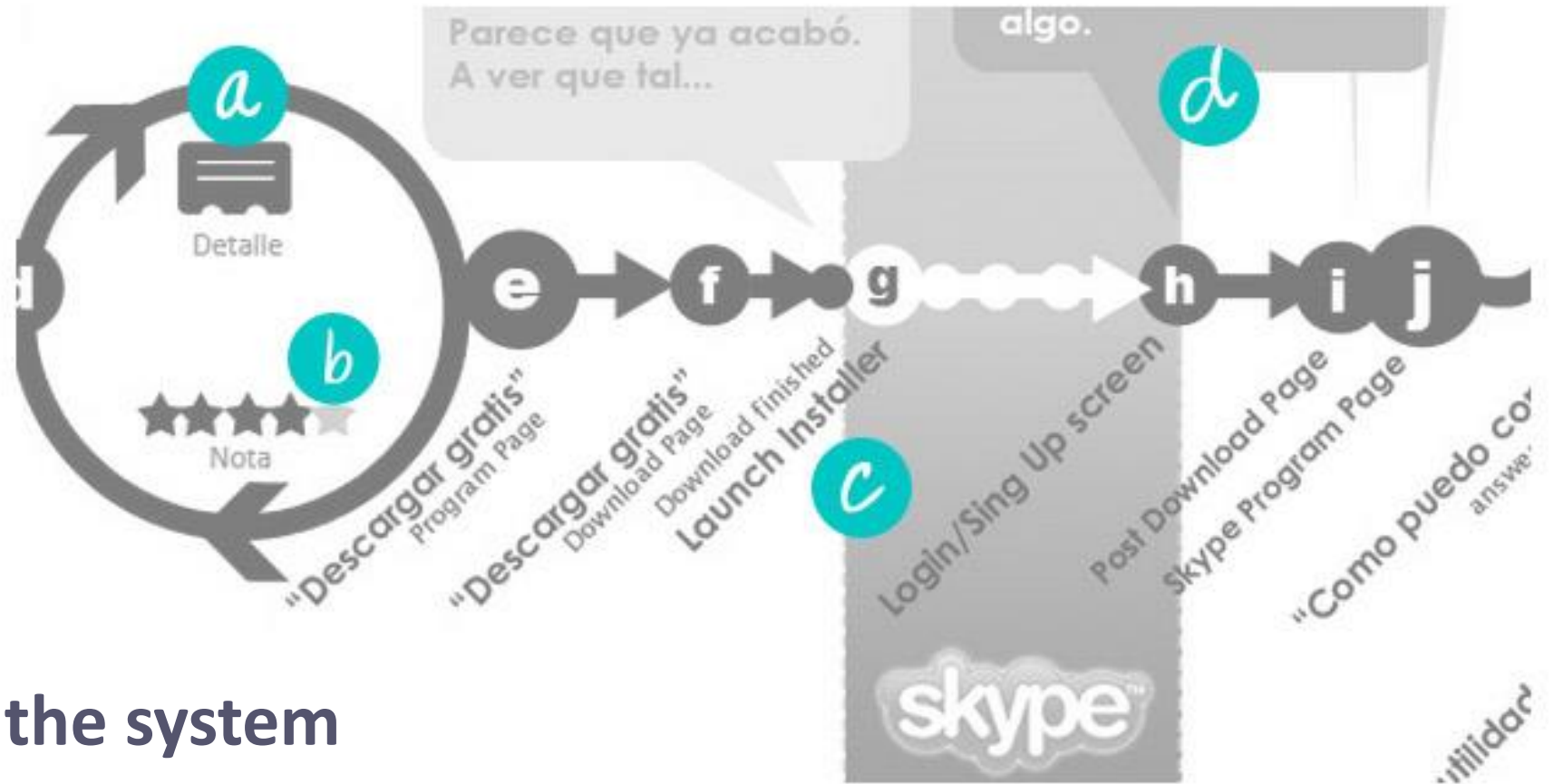
### Icons



(number in brackets) corresponds to task number on Alignment Model

# More Content

- Touchpoints
- Phases
- Path
- Connections
- Actions within the system
- Outside actions



# User thoughts and feelings





# Mental status

LARGE

MENTAL STATUS

Attention	low	1	2	3	4	5	high
Attitude	A-	1	2	3	4	5	A+
Motivations	low	1	2	3	4	5	high
mood	m: Satisfied - Confident						

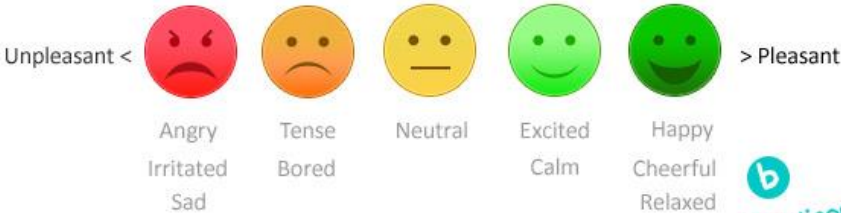
a Mental state variables

b Mood state

ux-lady.com

SMALL

MENTAL STATUS

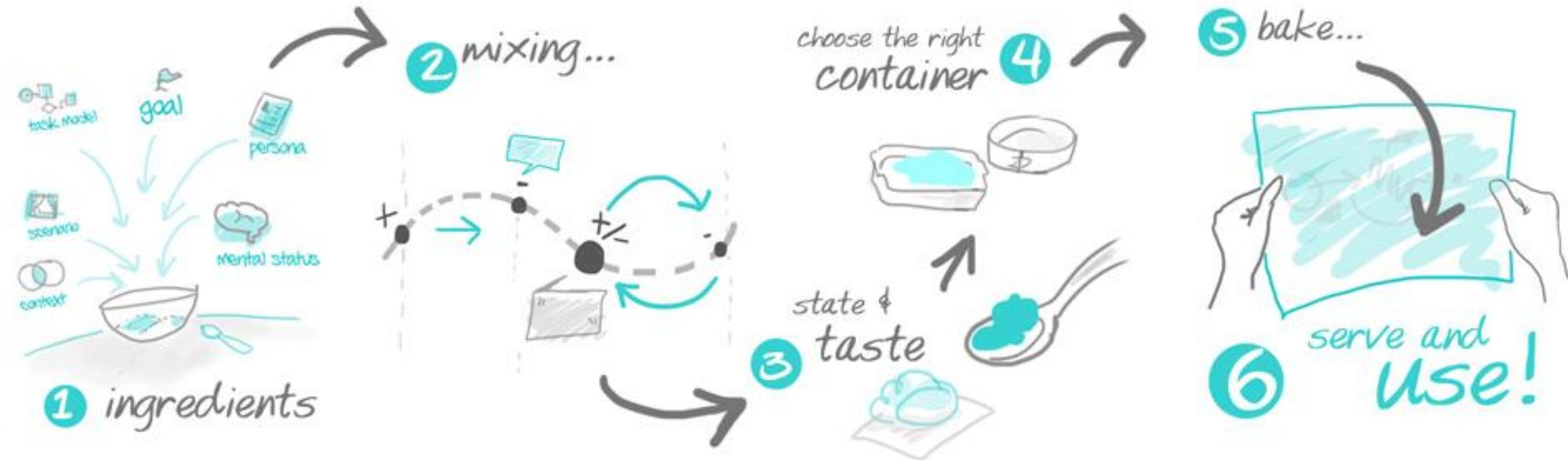


a Emoticons mood

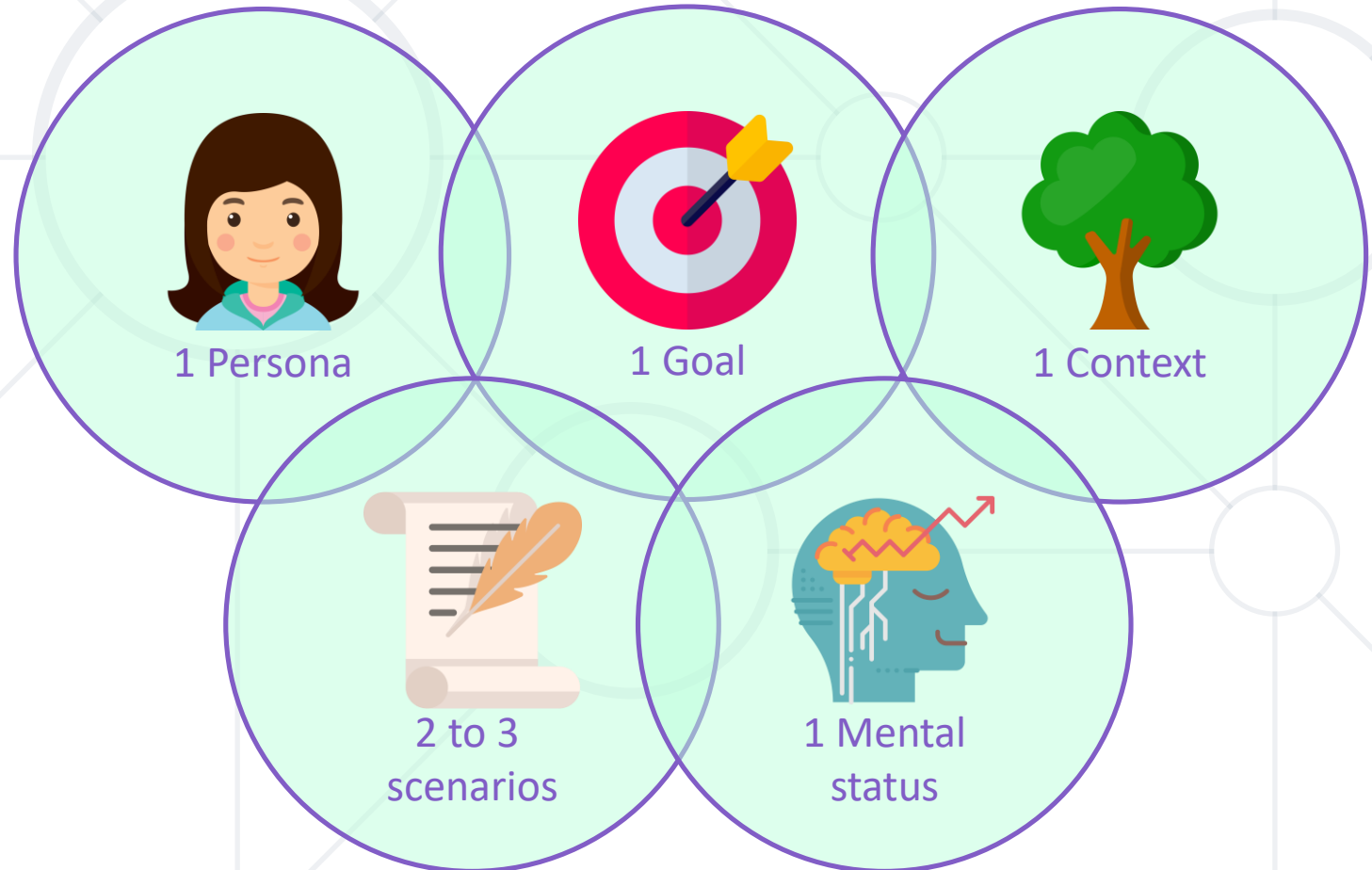
b Emoticon - color and feeling matching

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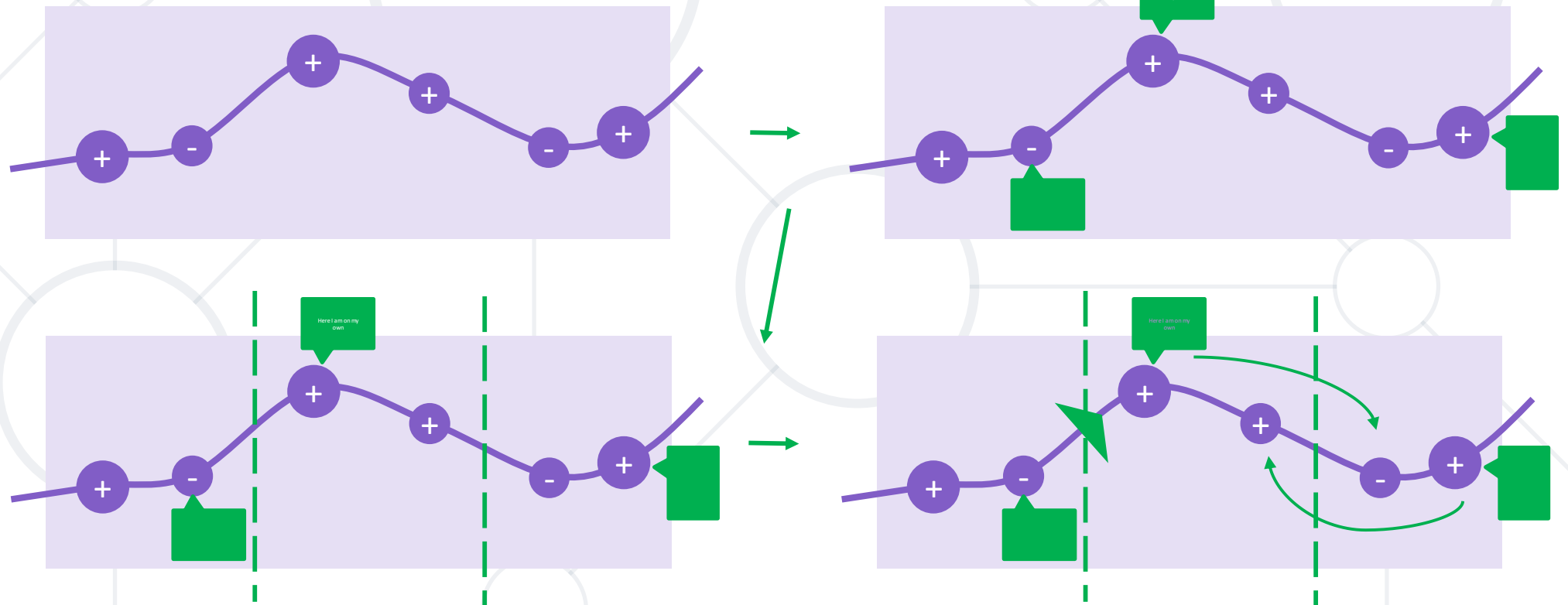
# User Journey Recipe



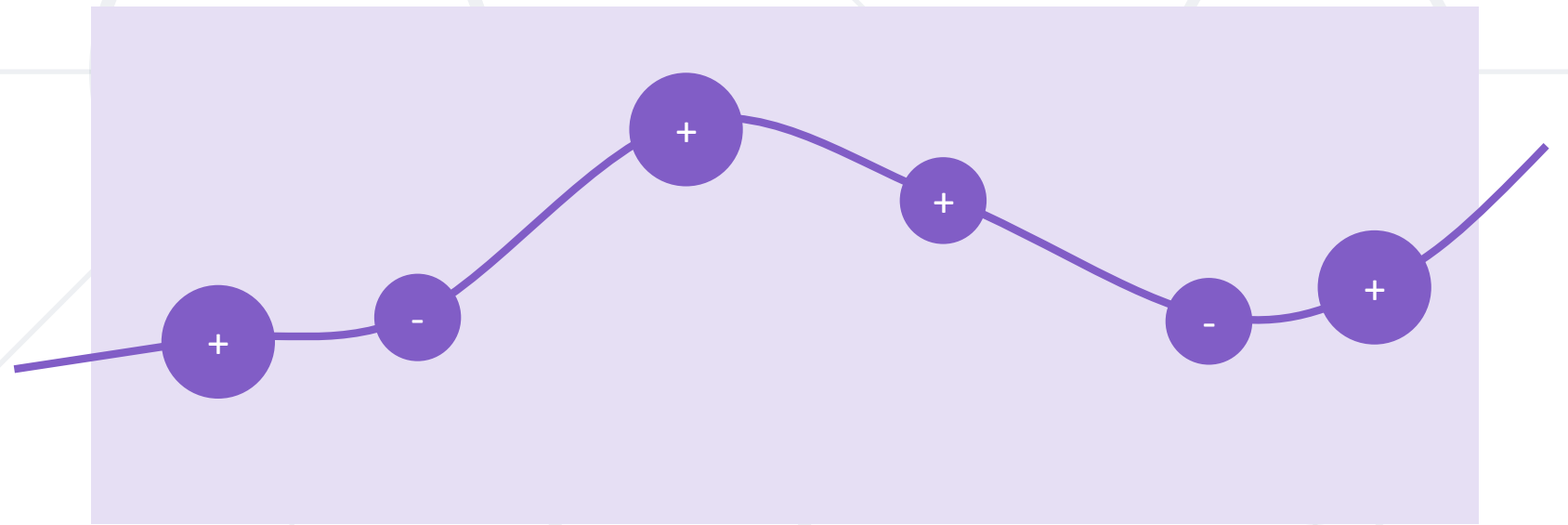
# User Journey Ingredients



# User Journey Mixing

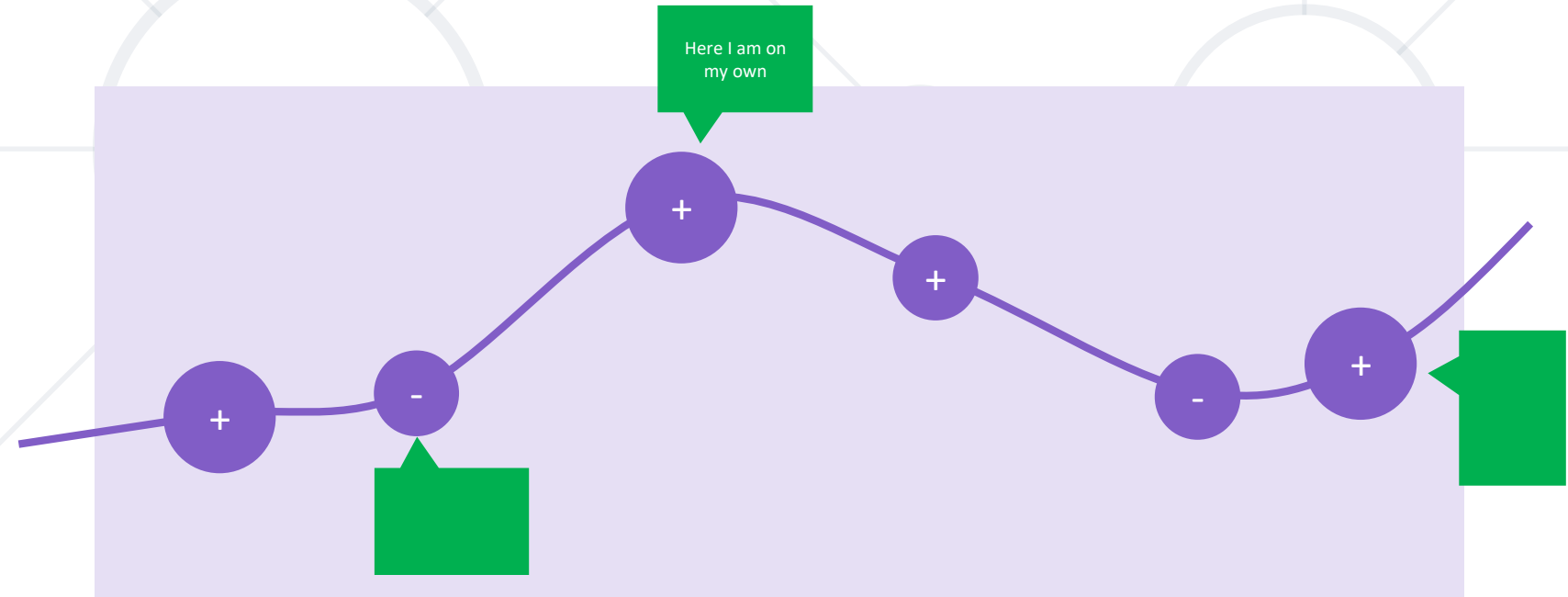


# User Journey Mixing



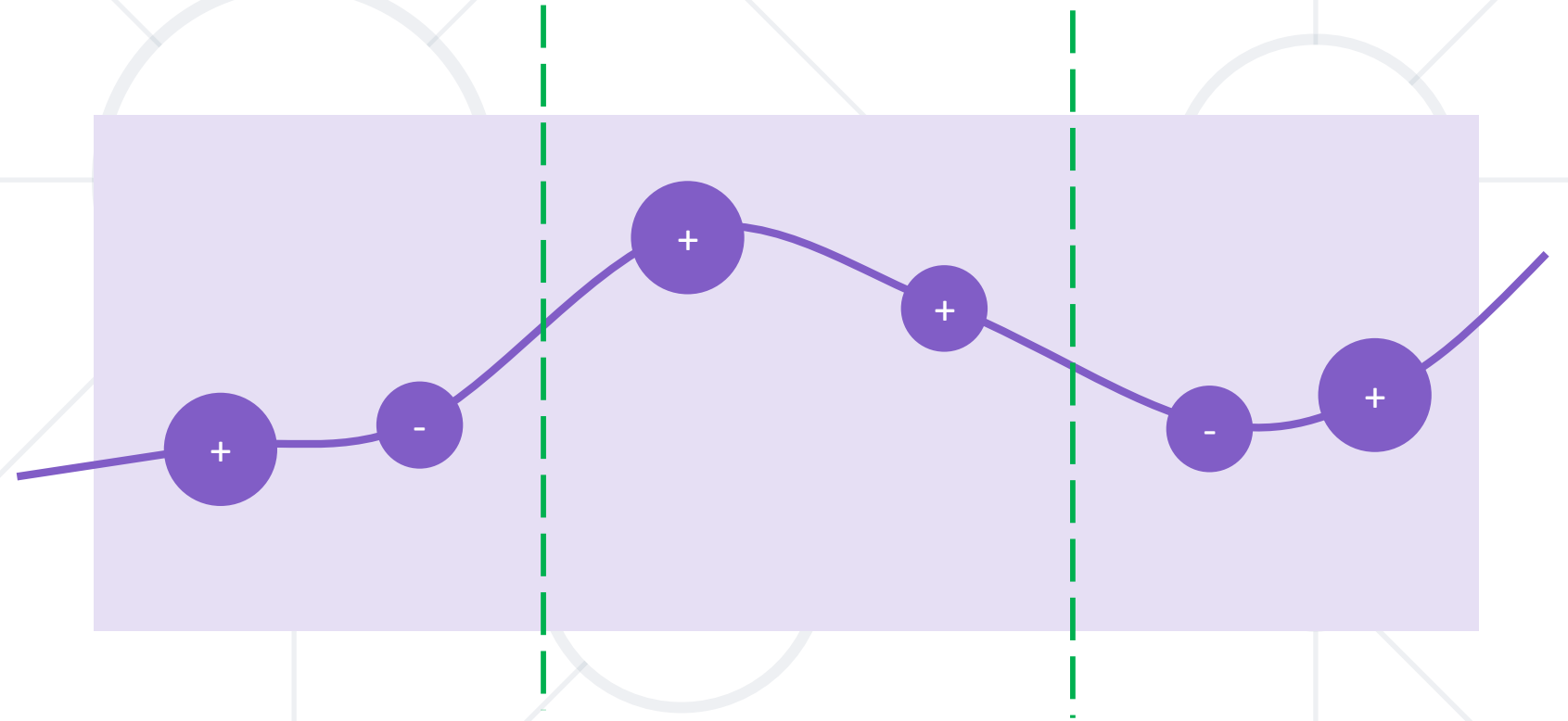
Sketching a path

# User Journey Mixing



Focusing on emotion

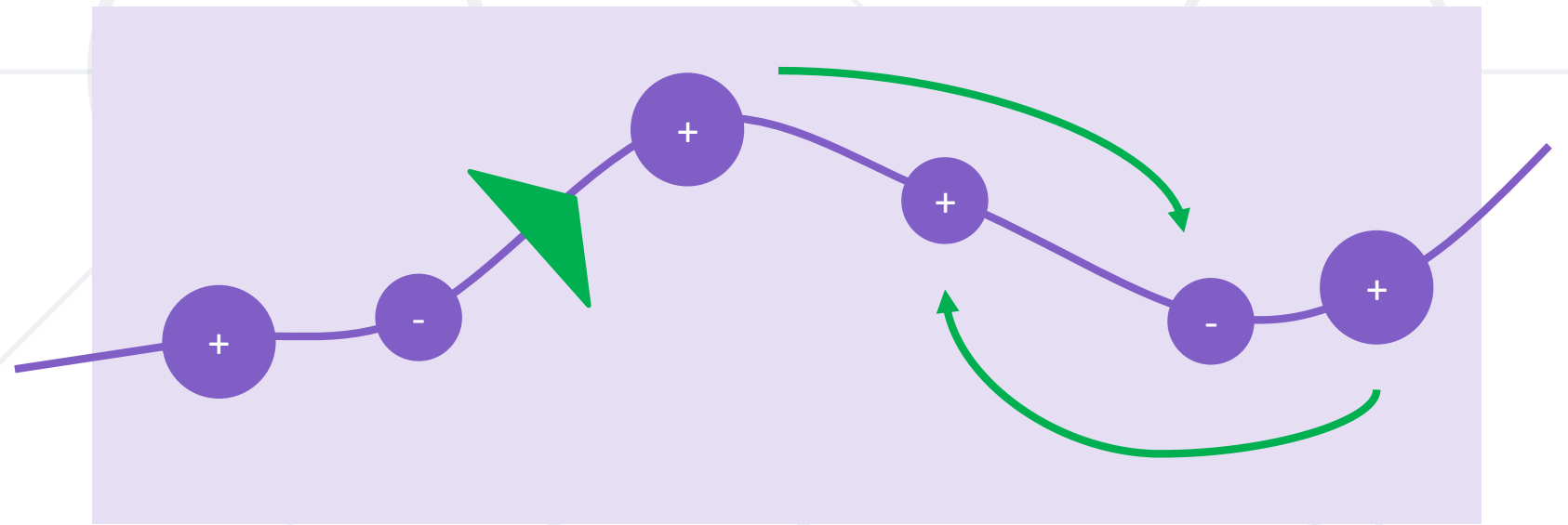
# User Journey Mixing



Interaction phases

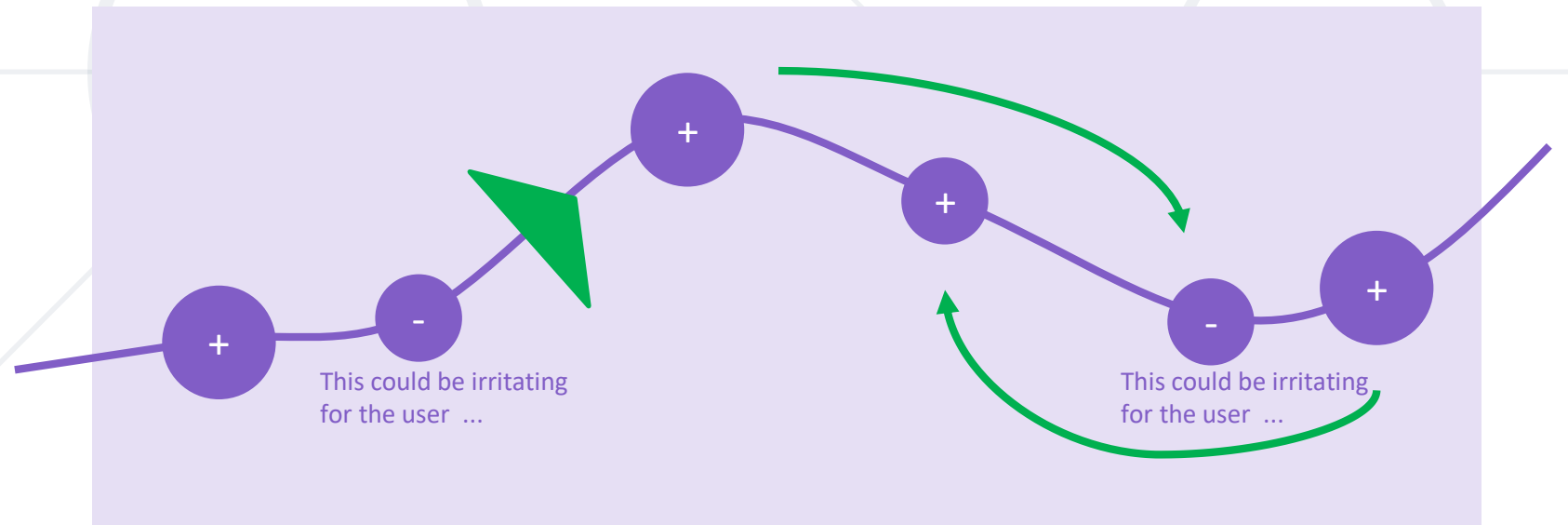


# User Journey Mixing



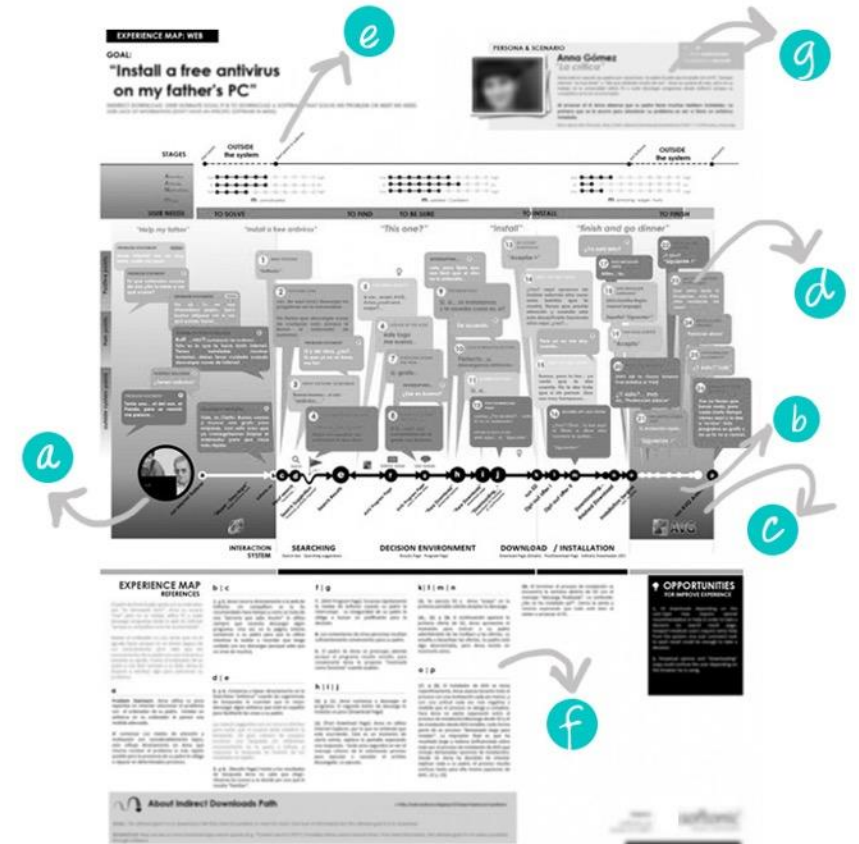
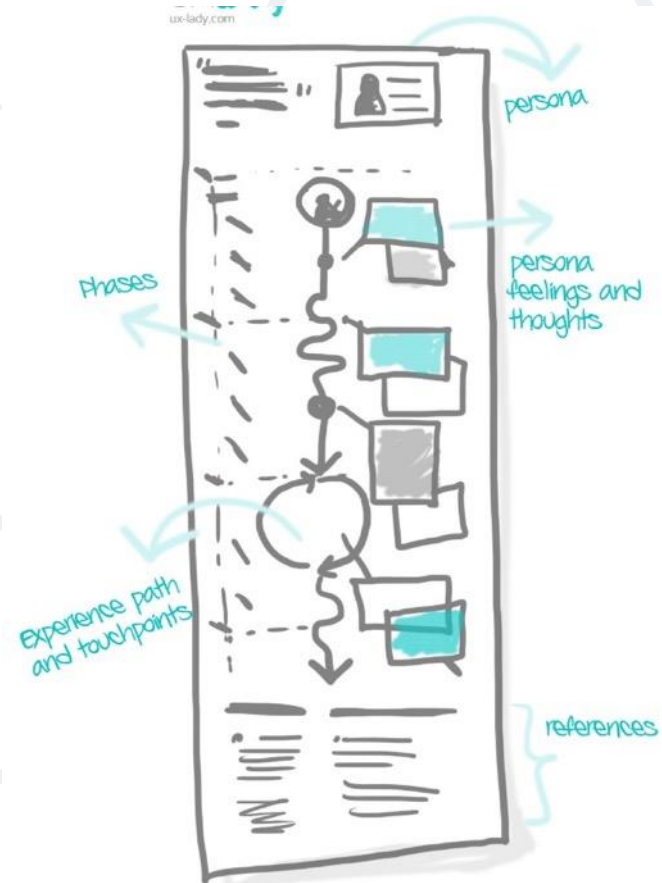
Connection type

# User Journey Mixing



Content and interaction opportunities and barriers


# Bringing it all together



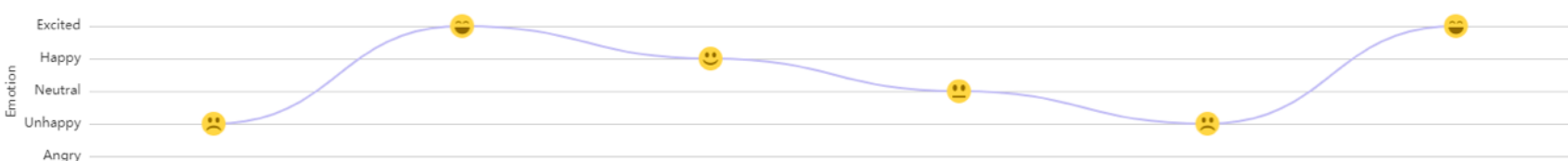
# Exercise

Start working  
on the User  
Journey for  
your product.

## Car Purchase

Stage	Awareness	Research	Evaluate/Test	Purchase	Pay	Service
 James Fletcher	"I am a new driver and I want to buy a cheap, affordable and small car."					
Actions / Events	<ul style="list-style-type: none"> <li>Looking at advertisement</li> </ul>	<ul style="list-style-type: none"> <li>Researching a desired car</li> </ul>	<ul style="list-style-type: none"> <li>Test driving cars</li> </ul>	<ul style="list-style-type: none"> <li>Making choice</li> </ul>	<ul style="list-style-type: none"> <li>Settling payment</li> </ul>	<ul style="list-style-type: none"> <li>Seeking help</li> </ul>
Involved Parties	<ul style="list-style-type: none"> <li>Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Sales</li> </ul>	<ul style="list-style-type: none"> <li>Marketing</li> <li>Sales</li> <li>Accounting</li> <li>Service Department</li> </ul>	<ul style="list-style-type: none"> <li>Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Sales</li> </ul>

## Customer Experience

Customer Thoughts	<ul style="list-style-type: none"> <li>Angry</li> <li>Worry</li> </ul>	<ul style="list-style-type: none"> <li>Overwhelmed</li> <li>Excited</li> </ul>	<ul style="list-style-type: none"> <li>Excited</li> <li>Concerned</li> </ul>	<ul style="list-style-type: none"> <li>Unsatisfied</li> <li>Lack features</li> </ul>	<ul style="list-style-type: none"> <li>Troublesome</li> </ul>	<ul style="list-style-type: none"> <li>Glad</li> </ul>
James Fletcher Emotion						
Brand and Value Perception	<ul style="list-style-type: none"> <li>Don't trust dealers</li> </ul>	<ul style="list-style-type: none"> <li>Website capabilities make a difference</li> </ul>	<ul style="list-style-type: none"> <li>Providing a good experience at the first touch point drives more visits</li> </ul>	<ul style="list-style-type: none"> <li>Sales skills and approach vary</li> </ul>	<ul style="list-style-type: none"> <li>Too much time on paperwork</li> </ul>	<ul style="list-style-type: none"> <li>Excellent repair and other post sales services make a difference</li> </ul>

## Recommendations

Gap / Opportunity / Celebration	<ul style="list-style-type: none"> <li>Establish reputation</li> </ul>	<ul style="list-style-type: none"> <li>Professional website</li> </ul>	<ul style="list-style-type: none"> <li>Targeted testing support</li> </ul>	<ul style="list-style-type: none"> <li>Good sales skills</li> </ul>	<ul style="list-style-type: none"> <li>Reduce paper work</li> </ul>	<ul style="list-style-type: none"> <li>More kinds of services</li> <li>Periodical follow-up</li> </ul>
Potential Solutions	<ul style="list-style-type: none"> <li>Place TV ad</li> <li>Spokesperson strategy</li> </ul>	<ul style="list-style-type: none"> <li>Review and redesign current company website</li> </ul>	<ul style="list-style-type: none"> <li>Dedicated staff that assists the customer throughout the test drive process</li> </ul>	<ul style="list-style-type: none"> <li>Training</li> </ul>	<ul style="list-style-type: none"> <li>Pre-written forms</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen the existing service portfolio</li> <li>Introduce new service</li> <li>Reduce manpower by not to provide unpopular services</li> </ul>

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WORK