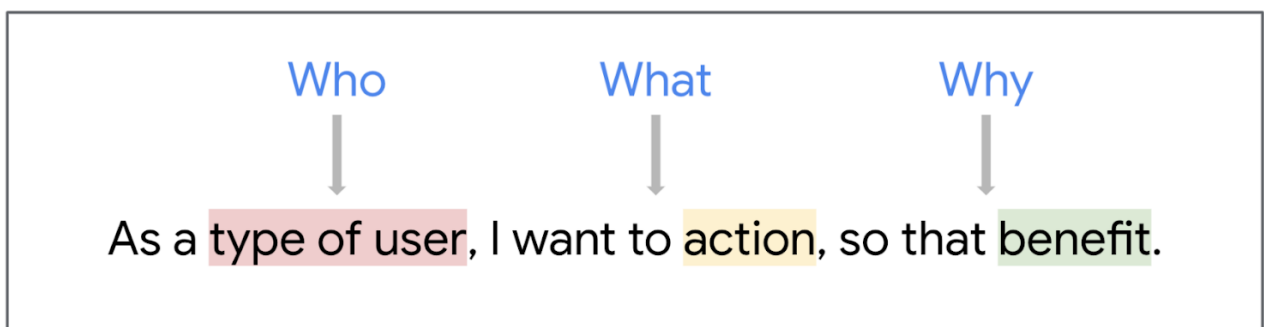


≡ Item Navigation

Optional - Learn more about user stories



You've just created empathy maps and personas to empathize with the users you're designing for. Another helpful way to understand users is to build a user story around their experiences with your product. As a reminder, a **user story** is a fictional one-sentence story told from the persona's point of view to inspire and inform design decisions.


Remember, user stories are short and impactful, with a clear action and benefit. You can use this format to write a user story:



As a type of user (who), I want to action (what) so that benefit (why).

Use your imagination as you create the stories that capture the needs of your users!

To learn more about user stories, check out this video about [crafting user stories](#)  and this reading about [user stories](#)  from earlier in the certificate program.

If you want to try making your own user stories for practice, you can download the [user story template](#) .

OR

If you don't have a Google account, download the user story template file here:



Google UX Design Certificate - User Story Template

PPTX File

