

1.  
This activity will help you apply what you have learned using the personas for the responsive portfolio website you're building from the Sharpen prompt you chose. In this activity, you'll take user research to create your user story. Then, you'll outline your user's journey and chart your user's pain points with a user journey map.  
A user story is a fictional one-sentence story told from a persona's point of view. It should inspire and inform design decisions by prioritizing goals, uniting the team, inspiring empathetic design decisions, and personalizing pitches to stakeholders. To create a user story, you will use both an empathy map and a user persona.  
A user journey is the series of experiences a user has as they achieve a specific goal. The user journey is created from the user personas and stories that you already have. The purpose of this is to put yourself in the user's place as they move forward in their user journey. This helps you better understand how your product fits within the user journey.  
The user journey begins with a journey map. Journey maps help solve user's pain points so users can use the product without any issues. The advantage of user journey maps is that they help you see possible pain points that you may not have thought about when you started your design. They also help you find possible improvements to your design that you can add in the future.  
After completing this activity, you'll have the opportunity to compare your work to a completed exemplar in the following course item.



## Step-by-step instructions

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To create a user story and user journey map, follow the instructions below:


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [user story template](#)<sup>↗</sup>.

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Google UX Design Certificate - User Story \[Template\]](#)  
[PPTX File](#)

Let's walk through an example of a user story using Mahalia, our persona for the clothing store website, Tee's Shirts, to build our user story and user journey map.

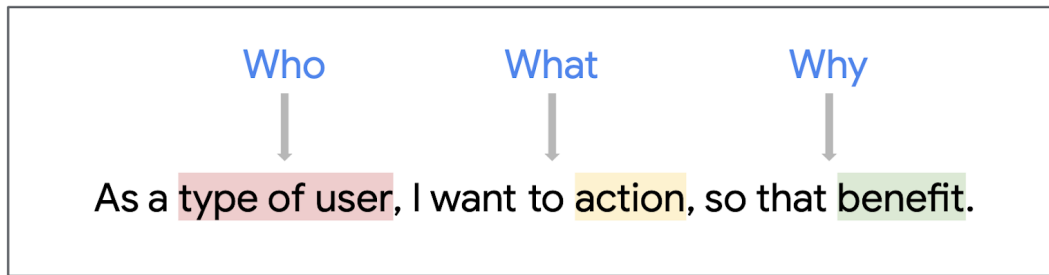
Step 2: Gather your research

The first step is to gather your user research. You will need to have your empathy map and the user persona that you created handy.

In the clothing store user persona example, we learned that Mahalia is a busy 19-year old student and dog walker who mostly shops online for pleasure as a break from doing school work and to save time by not going into the store. Some pain points they experience are that the online shopping experience has complicated navigation such as buttons that are too small when displayed on mobile and a "busy" design that is distracting.

Step 3: Identify the Who, What, and Why

You have learned that each user story includes a hero, goal, and a conflict. This is the Who, What, and Why:



Using that formula and the research we collected from our persona, Mahalia, here is their user story:

<u><b>USER STORY</b></u>	
<b>As a/an</b>	<u>busy student and employee</u> type of user
<b>I want to</b>	<u>be able to shop online</u> action
<b>so that</b>	<u>I can quickly reward myself for working hard</u> benefit

*"As a busy student and employee, I want to be able to shop online, so that I can quickly reward myself for working hard."*

By identifying pain points for the user with the user story, you will be able to create a design that is tailored to users' needs. The end result is a great user experience. Now, let's walk through the steps for the user journey for Mahalia's journey with Tee's Shirts.


Step 4: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [user journey map template](#).

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Google UX Design Certificate - User Journey Map \[Template\]](#)  
[PPTX File](#)

## Persona: Name

Goal: Insert goal

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	Tasks A. B. C.	Tasks A. B. C.	Tasks A. B. C.	Tasks A. B. C.	Tasks A. B. C.
FEELING ADJECTIVE	User emotions	User emotions	User emotions	User emotions	User emotions
IMPROVEMENT OPPORTUNITIES	Area to improve	Area to improve	Area to improve	Area to improve	Area to improve

### Step 5: Add actions

Add descriptions for each action in the first row, first column. Using the persona from the Tee's Shirts example, Mahalia's actions might include choosing an online shopping website and browsing clothing.

### Step 6: Add task list

For the second row in the first column, you will add a task list that includes the task that the user will perform. For example, Mahalia might want to apply filters to help browse clothing.

### Step 7: Add emotion

For the third row in the first column, you will add a row for emotion. This shows how the user feels at each point in the user journey. For this example, Mahalia feels overwhelmed by the site layout and confusing navigation.

### Step 8: Include opportunities for improvement

Finally, include opportunities for improvement. What are some ways that you can solve an issue or make a task simpler for the user? You will often discover opportunities for improvement that you didn't even think of when you first started your design. This is all part of the process.

In the Tee's Shirts example, the user experience can be improved by adding clear, easy-to-use filters.

Here's what Mahalia's journey may look like so far:

## Persona: Mahalia

Goal: Shop for clothing online to easily buy items in a specific size

ACTION	Choose online shopping website	Browse clothing	Choose n item	Add to cart	Check out
TASK LIST	A. Search for shopping websites B. Choose a website that has the desired clothing styles	A. Browse the website to find items B. Apply filter options if available			
FEELING ADJECTIVE	Excited to shop	Happy to be shopping  Overwhelmed by layout and confusing navigation			
IMPROVEMENT OPPORTUNITIES	Create an online website for Tee's Shirts with an inviting homepage	Add clear, easy-to-use filters  Improve information architecture			

Once the journey map is completed, the designer will be in a better position to anticipate Mahalia's needs and to design a site that will give them the best possible user experience.

### Step 9: Save your work

As you complete these activities, remember to:

- . Take photos of your progress and save them. These can include progress photos of sketches, photos of different stages of the activity, pictures of brainstorming sessions, and even photos of you working.
- . Save all of your work to your computer, a hard drive, or a Google Drive folder to make sure you have all the resources you'll need later in the course for your portfolio.

Step 10: Reflect on the completion of this activity

Be sure you've addressed the following question in your completed deliverable.

Did you:

Write effective user stories describing your user's pain points?

Conduct user research to outline your user's journey?

Chart your user's pain point experience using a user journey map?