

1.



Activity introduction

This practice activity is an opportunity for you to apply the concepts that you learned throughout the course. We provide a completed example activity so you can compare and contrast your ideas, designs, and grow as a user experience designer.

In this activity you will practice writing effective user stories. A user story is a fictional, one-sentence story used to inspire and inform design decisions. Told from a persona's point of view, it introduces the user, lays out an obstacle, and states the user's ultimate goal.

User stories help teams:

Prioritize design goals

Unite around a clear goal

Take a user-centered approach and make empathetic design decisions

Make convincing pitches to stakeholders by demonstrating how the updates will help specific types of people

In this activity, you'll build two user stories using the two personas you created in the activity [Create personas for the CoffeeHouse project](#)^[↗]. If you haven't created your CoffeeHouse personas, go back and complete [that activity](#)^[↗] before starting this one. You can find the Coffeehouse scenario you've been following in this course below:

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

Link to scenario: [CoffeeHouse Business Scenario](#)^[↗]

OR

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



[Google UX Design Certificate - CoffeeHouse Business Scenario
DOCX File](#)

To write a user story, follow this simple formula:

Who What Why
↓ ↓ ↓
As a type of user, I want to action, so that benefit.

The "type of user" describes who you are designing for.

The "action" is what the user hopes will happen.

The "benefit" is why the user wants the action to happen.

After completing this activity, you'll have the opportunity to compare your work against a completed exemplar.



Step-by-step instructions

The user story formula keeps the problem user-centered, actionable and clear. To create your two user stories, follow the steps 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](#)^[↗].

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](#)

<u>USER STORY</u>	
[add persona]	
As a/an	<div>Click to add text</div> <div>type of user</div>
I want to	<div>Click to add text</div> <div>action</div>
so that	<div>Click to add text</div> <div>benefit</div>

Step 2: Identify the user types

Open the two personas you created for the CoffeeHouse scenario in the activity

[Create personas for the CoffeeHouse project](#)^[↗]. You can also review a summary of each persona below. Then, make a second copy of the user story card in the template and describe each user briefly in the “type of user” space of the user story cards.

Here's a refresher on the persona information if you need it:

Customer type one: Anika

A junior employee in a busy professional firm who is typically under 23 years of age.

Several times a week, this customer goes to the CoffeeHouse to pick up an order for themselves and up to twelve coworkers.

This customer is on a tight schedule and needs to order high-quality CoffeeHouse items in advance and pick them up quickly and efficiently.

The most common frustration for this type of customer involves the coordination of their pick-up. Sometimes a large order is incomplete or incorrect. Other times the order sits too long and their coffee or hot food items get cold.

Customer type two: Ali

Someone who enjoys hanging out at CoffeeHouse and wants a place outside of their home and workplace where they can be connected and productive. This type of customer varies in age and occupation.

The most common frustrations for this customer involve poor organization at the checkout counter and their inability to find adequate workspace. Waiting in line to place orders and pick up items interrupts their productivity and discourages them from placing

an order. It's also important to this customer that they have access to desirable working conditions like a strong Wi-Fi connection and comfortable seating.

Step 3: Identify the user actions

To determine what each user persona hopes will happen, consider their pain points.

Then describe an action that will help them have a better experience in the "action" space of the template.

Step 4: Identify the benefits to each user

Next, consider why each user might want to perform the action you selected and how it would benefit them. Describe the benefit to each user in the "benefit" space of the template.

Step 5: Review your user stories

Finally, review your user stories to make sure they clearly identify:

The "type" of user

The "action" that the user hopes will happen

The "benefit" the user would get from the completed action