1.

Activity introduction

This activity will help you articulate the benefits of having a user journey map in UX design. A user journey illustrates what a user goes through to achieve their goals. Benefits of user journey mapping include:

Helping UX designers create obstacle-free paths for users

Reducing the impact of designer bias

Highlighting new pain points

Identifying improvement opportunities

In this activity, you'll craft two user journey maps for the personas you created for your portfolio project in the Develop personas↗ activity. After completing this activity, you'll have the opportunity to compare your work to a completed example in the following course item.

Step-by-step instructions

Step 1: Access the template

To use the template for the user journey map, 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: State Goal

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST					
FEELING ADJECTIVE					
IMPROVEMENT OPPORTUNITIES					

Follow the directions below to craft user journey maps for the two personas you created for your portfolio project in the Develop personas↗ activity.

Step 2: Define the user journey
Refer back to the first persona you created for your portfolio project in the
Develop personas⬈ activity and the user story you made for this persona in the
Build user stories⬈ activity. Base your user journey on that persona and user story.
Add the name of your first persona at the top of the template.

Identify a goal your persona would like to achieve

Step 3: Complete the rest of the template
When filling out the template, follow these steps:

. Add each action your persona takes in their journey to achieve their goal. Add two to
   three tasks for each action.
. Indicate how the user feels at each point. Describe the emotions the user is experiencing
   at that point in their journey.
. Add opportunities for improvement. These can be ideas to help resolve the cause of a
   negative user experience or ideas that magnify or build upon a positive or highly
   successful part of the user's experience.
. Be proactive and build in accessibility considerations. Also, check for bias in your
   assumptions and ideas. Ask yourself what situational, temporary, or permanent
   limitations may occur in this scenario or the individual tasks?

Step 4: Repeat this mapping procedure for the second persona and user story you
created
Repeat steps 1-3 above for the second persona you created for your portfolio project in
the Develop personas⬈ activity and the user story you made for this persona in the
Build user stories⬈ activity.
Step 5: Reflect on the completion of this activity
As you reflect on the user journey maps you've created, ensure you completed the
following:
Defined all of the actions along the user's journey

Captured two to three tasks for each action

Indicated how the user felt during each action

Identified improvement opportunities for each step of the user journey

Implemented accessibility in each user journey map

Attempted to reduce the impact of designer bias