

- Introduction to Course 6
- Introduction to Adobe XD
- Optional - Empathize with users
- Optional - Define user needs
- Video: Optional - Create user stories

2 min

Reading: Optional - Learn more about user stories

10 min

Discussion Prompt: Optional - Create and share a user story about yourself

10 min

Video: Optional - Build a user journey map

3 min

Reading: Optional - Learn more about user journey maps

20 min

Practice Quiz: Optional - Activity: Create a user story and user journey map

1 question

Reading: Optional - Activity Exemplar: Create a user story and user journey map

10 min
- Optional - Define the problem
- Week 1 review

Optional - Learn more about user journey maps

Creating the ultimate user experience requires mapping out the steps, or journey, that users will take when they interact with your designs. As a reminder, a **user journey** is the series of experiences a user has as they achieve a specific goal.

User journeys build off the empathy maps, personas, and user stories you’ve already created for this project. Because user journeys can be very intricate, designers often create maps to organize the steps and outcomes from various journeys that users could take. After all, if you can’t put yourself in the user’s shoes, you can’t be sure your design will really help them.

Review this video about [creating a user journey map](#) from earlier in the certificate program if you need a refresher about user journey maps. When you’re ready to create your own, you can utilize the user journey maps template that’s been used in the videos and is shown in the image below.

To use the user journey maps template, 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	Tasks	Tasks	Tasks	Tasks
	A. B. C.	A. B. C.	A. B. C.	A. B. C.	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

You can also check out an example of a completed user journey map for Shane, shown below, which was developed in the previous video.

To use the user journey map example, click the link below and select “Use Template.”

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

OR

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

 **Google UX Design Certificate - Shane user journey map [example]**
PPTX File

Persona: Shane

Reserve books on their schedule and have books they want to read available when they arrive at the library.

ACTION	Browse the catalogue of books	Choose a book	Reserve the book	Join a waitlist	Pick up the book from the library
TASK LIST	<ul style="list-style-type: none">Browse new releasesSort books by genreSearch for authors	<ul style="list-style-type: none">Scroll through pages of booksSelect available books to check outClick "add to cart" button	<ul style="list-style-type: none">Click "reserve" button to reserve a book	<ul style="list-style-type: none">Select "yes" button to enter a waitlist for a book	<ul style="list-style-type: none">Receive confirmation of book loan and due dateChoose pick up windowTravel to library
FEELING ADJECTIVE	<ul style="list-style-type: none">EagerInquisitive	<ul style="list-style-type: none">ExcitedOptimistic	<ul style="list-style-type: none">EnthusiasticCurious	<ul style="list-style-type: none">DisappointedDismayedTrusting	<ul style="list-style-type: none">SatisfiedRelievedExcited
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Ability to select multiple filters at once	<ul style="list-style-type: none">Shopping cart full of books to check outEasier "add to cart" button	<ul style="list-style-type: none">None	<ul style="list-style-type: none">Provide a date range for expected availabilityList place in line	<ul style="list-style-type: none">Allow after hours pick up

If you want to learn even more about user journey maps, the article [A complete guide to user journey mapping](#), from the Appcues blog provides a fresh perspective.

Mark as completed

