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

⭐ Exemplar

Here's an example of the user story and user journey map for the persona, Mahalia.

Example 1: User story

USER STORY

As a/an ___busy student and employee___
                    type of user

I want to ___be able to shop online___
                    action

so that ___I can quickly reward myself for working hard___ .
                    benefit

Example 2: User Journey map

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	A. Select size, color, and quantity of clothing item	A. Add item to the cart	A. Review cart B. Add billing information C. Add shipping information D. Confirm order
FEELING ADJECTIVE	Excited to shop	Happy to be shopping Overwhelmed by layout and confusing navigation	Nervous about picking the right size Unsure of the color choices	Hesitant about choices Annoyed with button size	Nervous about choices Frustrated with checkout time Eager to try clothing
IMPROVEMENT OPPORTUNITIES	Create an online website for Tee's Shirts with an inviting homepage	Add clear, easy-to-use filters Improve information architecture	Provide a place to read customer reviews Provide a size chart	Make a large enough button that uses accessible colors	Add a quick buy button Offer return policy information

🔍 Assessment of exemplar

For example 1 above, the user story meets the following criteria:

- Includes a one-sentence story from the persona's point of view
- Contains a clear action and benefit

For example 2 above, the journey map meets the following criteria:

- All of the actions along the user's journey are defined.
- 2 - 3 tasks were captured for each action and at least one feeling identified.
- Indicate how the user feels at each point.
- Improvement opportunities are identified for each step of the user journey.
- Journey map considers accessibility and seeks to reduce the impact of designer bias.

Now compare the exemplar above to your completed user story and user journey map. As you compare, ask yourself: What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed