

## Peer-graded Assignment: Weekly Challenge 2: Create a user journey map for your portfolio project

Deadline Jul 16, 11:59 PM +08

Ready for the assignment?  
You will find instructions below to submit.

Instructions My submission

Discussions

In this peer review, you'll continue to build on the work you completed in previous activities, where you created personas and user stories for your portfolio project.

Follow the directions below to create a user journey map for your portfolio project. As a reminder, a **user journey** is the series of experiences a user has as they achieve a specific goal. Since your portfolio project is to design a new product, your journey map should track the general experience the user goes through to complete their goal. User actions at this stage of the design process are less about direct interaction with the product, and more about how the user goes throughout their day while trying to accomplish their goal.

As you review your classmates' work, consider how a user journey map could help a team better understand and define their users' experiences and needs.

### Review criteria

Your submission must include a completed user journey map.

100%

Your submission will be assessed out of seven points using the following criteria:

- 1 point:** Relevant actions along the user's journey are defined.
- 3 points:** 2-3 tasks were captured for each action.
- 2 points:** At least one feeling was identified for each action.
- 1 point:** Opportunities were identified for at least three steps of the user journey.
- 1 point:** This user journey map considers accessibility and explores ways to reduce the impact of designer bias.

### Step-By-Step Assignment Instructions

#### Step 1: Access the template

100%

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 2: Select your persona

For this assignment, choose one of the two personas you created. You'll create one user journey map for the persona you chose, so add their name to the top of your template.

### Step 3: Identify a business goal

Identify a goal your persona would like to achieve. Add the goal to your template just below the Persona section at the top. For example:

**Persona:** Riya

**Goal:** Book and enjoy a cruise as a solo traveler

### Step 4: Identify actions your persona takes

Add each action your persona takes on their journey to complete their goal. Think back to your research to help identify what your persona would do at each step.

### Step 5: Identify tasks for each action

In the task section of the template, add 2-3 tasks your persona would need to take to complete each action.

### Step 6: Identify how the persona feels at each point

In the feelings section of the template, add a word to represent how the persona feels as each action is completed. You may use one or more feelings depending on the experience the user has.

### Step 7: Identify opportunities for improvement

These can be ideas to help resolve the causes of a negative user experience. It can also include ideas that highlight a positive or highly successful part of the user's experience, ideas that build upon or magnify the experience in some way. Add these opportunities to the improvements section of the template.

### Step 8: Proactively consider accessibility and check for bias in your assumptions and ideas

Think about the possible range of users with disabilities. Select one user group with disabilities such as people with visual impairment or people with a hearing impairment and then determine if your design is accessible to this user group.

Accessibility improvements often enhance the design experience for all users. As a result, it's an essential part of the design process to be inclusive of users with disabilities. It has the additional benefit of creating a stronger overall experience for everyone.

You can also refer to the example covered in the video and activities, where Jamal's user journey was mapped as they pursued their goal of visiting the top of the Empire State Building in New York City.

To see the completed exemplar for this course item, click the link below and select "Use Template."

Link to exemplar: [Jamal's user journey](#)

OR

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

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

### Some tips to consider:

- Think about some real-world examples to help you understand how a user uses a product or service like yours.
- Include both positive and negative experiences.
- Think of opportunities that will improve negative experiences and build upon positive ones.
- Check along the way for opportunities to consider accessibility and avoid bias.

### Your Submission

As you work through creating your user journey map, keep the following in mind:

- Does your user journey map help your company's UX designers create obstacle-free paths for users?
- Did you explore ways to reduce the impact of designer bias?
- Where did you incorporate accessibility and inclusive design when building the user journey map?
- Were possible pain points highlighted?

When you have completed your user journey map, upload your slides as a PDF file through the **My Submission** tab at the top of the page.

After you've submitted your own user journey map, review the work of two of your peers.

### Example Submissions

100%

Here is an example using the Zia's Pizza scenario. We have been following in this course:

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

Link to scenario: [Zia's Pizza 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 - Zia's Pizza \[Example\]](#)  
DOCX File

In this example, we present the user journey map for a persona named Ying:

Ying is a lawyer with a busy and demanding schedule. They work as a litigation specialist in a mid-size city law firm, and swim for a local semi-professional team. Ying has a visual impairment for which they use screen reader technologies. This technology makes online shopping much more convenient for Ying, but not all platforms are effectively equipped for screen reader usage. Ying specifically would like for there to be an easier way to order food to pick up on-the-go.

You can also review Ying's persona for reference using this link, click the link below and select "Use Template."

Link to exemplar: [Ying's persona](#)

OR

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

[Google UX Design Certificate - Ying persona \[Example\]](#)  
PPTX File

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

You can also review Ying's user story for reference using this link:

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

Link to exemplar: [user story](#)

OR

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

[Google UX Design Certificate - Ying user story \[Example\]](#)  
PPTX File

### Example:

### Persona: Ying

Goal: An easy and quick way to order healthy food for pickup.

ACTION	Select restaurant	Browse menu	Place order	Complete order	Pick up order
TASK LIST	A. Decide on food B. Search nearby restaurants in browser C. Select a restaurant	A. Browse online menu B. Select menu items	A. Locate phone number B. Call restaurant C. Place order	A. Confirm order B. Provide payment information C. Get directions to restaurant	A. Drive to restaurant B. Pick up food and go to driving C. Repeat items D. Drive home E. Eat meal
FEELING: ADJECTIVE	Overwhelmed by number of restaurant choices Frustrated to find a restaurant that they like	Anxious at large amount of food with many choices Anxious about having to remember order	Disappointed with amount of time phone number took Anxious about having to remember order	Frustrated at having to input card number and Anxious at time it takes to drive to restaurant and back	Happy to eat after a long day
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app for Zia's Pizza	Provide search filters Include images	Provide search filters Include images	Provide option to tip in-app	Include a rewards program

### Add to Your Case Study

100%

After you receive feedback from peers and make revisions, you're ready to add the user journey map to your portfolio case study slide deck. Fill out slide #9 with the user journey map you created during this activity.

If you need access to the template for the case study slide deck introduced at the beginning of [Course 2](#), click the link below and select "Use Template."

Link to template: [Case study slide deck template](#)

OR

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

[Google UX Design Certificate - Case study slide deck \[Template\]](#)  
PPTX File

Here's an example of the completed slide #9 for Zia's Pizza:

## User journey map

Mapping Ying's user journey revealed how helpful it would be for users to have access to a dedicated Zia's Pizza app.

**Persona: Ying**  
Goal: An easy and quick way to order healthy food for pickup.

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FEELING: ADJECTIVE	Overwhelmed by number of restaurant choices Frustrated to find a restaurant that they like	Anxious at large amount of food with many choices Anxious about having to remember order	Disappointed with amount of time phone number took Anxious about having to remember order	Frustrated at having to input card number and Anxious at time it takes to drive to restaurant and back	Happy to eat after a long day
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app for Zia's Pizza	Provide search filters Include images	Provide search filters Include images	Provide option to tip in-app	Include a rewards program