

Introduction to Course 7

Design across devices

Start the UX design process: Empathize

Continue the UX design process: Empathize

- Video: Build user stories1 min
- Reading: Learn more about user stories20 min
- Practice Quiz: Activity: Build user stories1 question
- Reading: Activity Exemplar: Build user stories10 min
- Video: Create user journey maps1 min
- Reading: Learn more about user journey maps20 min
- Practice Quiz: Activity: Create user journey maps1 question
- Reading: Activity Exemplar: Create user journey maps10 min
- Discussion Prompt: Share your user stories and user journey maps10 min

Continue the UX design process: Define

Continue the UX design process: Ideate

Week 1 review

Activity Exemplar: Create user journey maps



Exemplar

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the previous activity.

Persona: Thierry

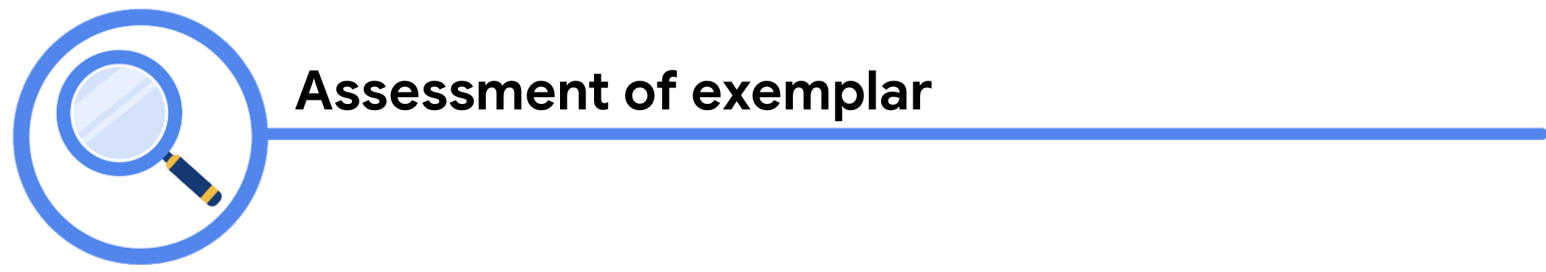
Goal: Find, buy, and prepare an easy, cost-effective new meal

ACTION	Find Recipe	Buy Groceries	Prepare Meal	Save Leftovers	Clean Fridge
TASK LIST	A. Read blog B. Plan timing C. Determine price of ingredients	A. Go to store B. Find fresh ingredients C. Checkout	A. Chop vegetables B. Find recipe again C. Eat	A. Pack leftovers B. Pack fresh ingredients C. Put food in refrigerator	A. Find leftovers and ingredients B. Throw away anything spoiled C. Clean up the mess in the fridge
FEELING ADJECTIVE	Delighted to set aside time to cook Nervous about expensive items	Excited to be at store Confused by lots of variety and options	Frustrated that it's later than planned Happy that food tastes good	Surprised by amount of food left Concerned about storing vegetables	Disgusted by mess Frustrated to have to get rid of food
IMPROVEMENT OPPORTUNITIES	Recipe recommendations based off what they already have available	Ingredient Encyclopedia – estimated time food will last at home	Reminders to cook simpler and quicker recipes as timers run down	Suggestions on what to cook with leftovers	Log of what gets thrown away Share leftovers with neighbors

Persona: Cam

Goal: Cook and remember to finish amazing meals

ACTION	Find Recipe	Buy Groceries	Cook Meal	Save Leftovers	Eat Leftovers
TASK LIST	A. Browse social media B. Skip intro C. Read recipe	A. Drive to store B. Find available ingredients and staples C. Wait in line and purchase	A. Prepare ingredients B. Cook meal C. Serve meal	A. Clean up B. Toss partially eaten food C. Find right storage option	A. Check the tupperware B. Sniff test C. Toss what's left
FEELING ADJECTIVE	Excited to try something new. Bored with blogger's story	Happy to be out at the store. Frustrated waiting in line.	Pleased with act of cooking. Delighted that the meal tasted great.	Confused why there is extra of one side. Miffed with the tupperware drawer.	Nostalgic about the meal. Grossed out with slimy veggie.
IMPROVEMENT OPPORTUNITIES	New, streamlined recipes within specific genres	"Shop at home" – smart list of what is already at home	Notification encouraging composting. "Did you know..."	Portion planning. Creative reuse of specific items	Reminders and general timers



Assessment of exemplar

In the example above, the journey map is specifically meeting the criteria of a successful journey map. It defines the actions that Thierry takes to accomplish their goal, from finding a recipe to cleaning the fridge out later. Each specific action is broken down into a set of smaller tasks like chopping vegetables as a task in the “Prepare Meal” action. The way Thierry feels about each action is included and broken down into multiple emotions where applicable. Instances where the journey can be improved are pulled out as items that can help generate ideas for the product as the designer moves forward.

The designer’s other persona, Cam, is a wheelchair user. In the journey map for that persona, special consideration is paid to the improvement opportunities for Cam. For instance, the designer knows that Cam pays particular attention to the layout of their favorite grocery stores. This insight is built into the improvement opportunities in that journey map.

Finally, the bias of the designer is acknowledged and reduced by relying solely on the research that’s been done so far. This is not a journey map representing the needs of the designer; it’s a journey map for the personas who would potentially need the product.

Now compare the exemplar above to your completed user journey maps. Assess what you’ve done by comparing your work to the exemplar. Do your user journey maps meet the criteria outlined above? If not, re-read the instructions and amend your user journey maps with these criteria in mind.

