1.

Activity introduction

Now that you've created two personas for your portfolio project in the Develop personas⬈ activity, this activity starts to build user stories for those personas. A user story is a fictional one-sentence story told from a persona's perspective to inspire and inform design decisions. It connects the persona to the goal they'd like to accomplish.

User stories help to:
Prioritize design goals

Unite the team around a clear goal

Inspire empathetic design decisions through a user-centered approach

Personalize pitches to stakeholders by demonstrating how updates help specific types of people

After you complete this activity, you'll be able to compare your work to a completed example in the following course item.

Step-by-step instructions

To write a user story, we follow this simple formula:

Who   What   Why
↓   ↓   ↓

As a type of user, I want to action, so that benefit.

All that's left now is filling in the missing pieces:

The type of user describes who we are designing for.

The action is what the user hopes will happen.

The benefit is why the user wants the action to happen.

This formula keeps the problem user-centered, actionable, and straightforward. To create your two user stories, follow the steps below.
Step 1: Access the template

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

Link to template: user story 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 Story [Template]
PPTX File

Step 2: Choose one of the two personas you created for your portfolio project

Choose one of the personas you created in the Develop personas ↗ activity. Enter the name for this persona in the text box under User Story at the top of the template. This is the user you will be focusing on for your user story.

Step 3: Identify the type of user your persona represents

Recall how you created this persona to represent a group of users that share similar interests, goals, or concerns. These similarities within that user group may help you identify the type of user that your persona represents. Write it in the type of user space.

Step 4: Next, identify the action the user in your story hopes will happen

This action should be something that your user can do or experience to achieve the result they'd like. Write it in the action space.

Step 5: Identify the benefit your user would receive

Determine how the user would benefit if the action in the previous step happens and write your explanation in the benefit space.

Step 6: Reflect on the completion of this activity

As you complete this activity, ask yourself whether your user story clearly identifies:

The type of user

The action the user hopes will happen

The benefit the user receives if the action happens

This formula for crafting a user story helps you define a design problem that is user-centered, actionable, and clear.

You should also keep in mind the importance of creating personas and user stories that account for a wide variety of users and problems. This will help you keep even the most vulnerable users on a successful path towards their goal.

Step 7: Repeat Steps 1-6 for the second persona you created for your portfolio project

Step 8: Save your work

As you complete these activities, remember to:

. Take photos of your progress and save them. These can include progress photos of sketches, photos of different stages of the activity, pictures of brainstorming sessions, and even photos of you working.

. Save all of your work to your computer, a hard drive, or a Google Drive folder to make sure you have all the resources you'll need later in the course for your portfolio.