





Craft user stories

Create a user journey map

-  **Video:** Create a user journey map  
6 min
-  **Reading:** Optional - User journey map slides  
15 min
-  **Practice Quiz:** Practice Activity: Create user journey maps for the CoffeeHouse project  
1 question
-  **Reading:** Activity Exemplar: Create user journey maps for the CoffeeHouse project  
15 min

Consider accessibility

Week 2 review

# Activity Exemplar: Create user journey maps for the CoffeeHouse project

Here are examples of completed user journey maps for the user personas of the CoffeeHouse app, Anika and Ali. There's also an explanation of how the examples fulfill the expectations of the activity.



Exemplar

Persona: Anika


Goal: A fast and easy way to place and pick up group orders

ACTION	Collect orders	Go to Coffeehouse	Submit group order	Wait for order completion	Pick up order
TASK LIST	Tasks A. Collect orders from coworkers B. Collect payment from coworkers	Tasks A. Go to Coffeehouse B. Wait in line	Tasks A. Relay order to barista B. Double-check order for accuracy C. Initiate checkout	Tasks A. Gather any extra items (napkins, coffee sleeves, etc.)	Tasks A. Pick up order B. Check that order is correct
FEELING ADJECTIVE	Excited to connect to coworkers  Worried about making order errors	Anxious about getting back to work in time	Stressed about entering each order one by one	Anxious about time	Relieved that order is ready  Hopeful that everyone's orders are correct
IMPROVEMENT OPPORTUNITIES	Offer a way to easily collect multiple orders	Create an app for advance ordering	Offer a way to easily collect multiple orders	Create an app that offers order status updates	

Persona: Ali

Goal: A comfortable work environment with access to quality food and beverages

ACTION	Place initial walk-up order	Find a workspace	Order another coffee	Find less crowded workspace	Submit lunch order
TASK LIST	Tasks A. Take a place in line B. Submit order and pay cashier C. Receive items	Tasks A. Locate quiet table near electrical outlet B. Connect to Wi-fi	Tasks A. Wait until there's no line B. Submit order and payment to cashier C. Return to workplace	Tasks A. Save work in progress B. Collect belongings C. Locate a table outside, near electrical outlet	Tasks A. Wait in line to order B. Retrieve items from pick-up order area
FEELING ADJECTIVE	Disappointed that the line is long  Pleased with the good coffee selections  Impressed by how quickly the order is prepared	Satisfied with working conditions	Annoyed about waiting in line again  Happy to have a great cup of coffee	Irritated by increased foot traffic as day progresses  Frustrated with interrupted workflow	Nervous about leaving workspace and belongings to get lunch
IMPROVEMENT OPPORTUNITIES	Create an app for advance ordering		Offer a way to order from tables using an app		Offer tableside delivery for orders from an app



Assessment of exemplar

In the examples above, the user journey maps meet the following criteria:

- All of the actions along the user’s journey are defined.
- 2-3 tasks are captured for each action.
- The user's feelings are indicated at each point in their journey.
- Improvement opportunities are identified for each step of the user's journey.
- The user journey maps consider accessibility and explore ways to reduce the impact of designer bias.

Now compare the exemplars above to your completed user journey maps. Assess what you’ve done using each of the criteria used to evaluate the exemplar. Do your user journey maps meet each of the criteria above?

If you answered "yes," then well done! If not, reread the instructions and amend your user journey maps with these criteria in mind.

Mark as completed

