

Day 5



Agenda

- ▷ User journey
- ▷ Problem statement
- ▷ User story
- ▷ Acceptance criteria

User journey

User/customer journey

- ▷ A user/customer journey map is a visualization of the process that a person goes through in order to accomplish a goal.
- ▷ It shows the activities, feelings, and experiences in which the user has with a product over time across different channels.
- ▷ It can answer this question .
'How do people actually use our product?'

Food delivery app



Awareness

Consideration

Conversion

Customer Service

Loyalty

Activity

User finds the app

User looks through the food choices

User orders a delivery

User enquires about the whereabouts of the food

Orders again, shares experience

Customer Goal

To order a delicious takeaway, as soon as possible

To order a delicious takeaway, as soon as possible

For their food to arrive fast and hot

To resolve the issue quickly

To order another takeaway

Potential Touchpoint(s)

Recommendation from friend, post on social media, ad in the App Store

The app

The app



















The app, social media, review sites, customer service platform

User finds the app

Experience



Online Shopping Customer Journey Map

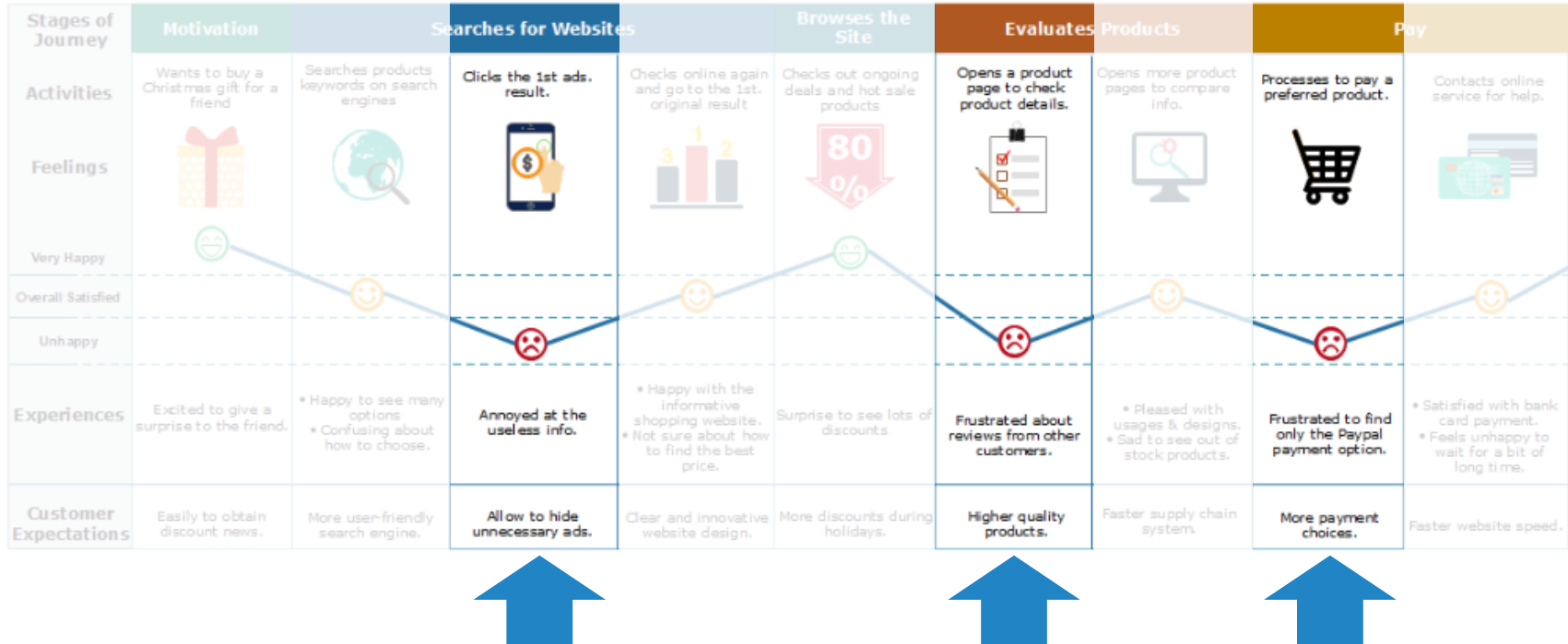
Stages of Journey	Motivation	Searches for Websites			Browses the Site	Evaluates Products		Pay	
Activities	Wants to buy a Christmas gift for a friend	Searches products keywords on search engines	Clicks the 1st ads. result.	Checks online again and go to the 1st. original result	Checks out ongoing deals and hot sale products	Opens a product page to check product details.	Opens more product pages to compare info.	Processes to pay a preferred product.	Contacts online service for help.
Feelings									
Very Happy									
Overall Satisfied									
Unhappy									
Experiences	Excited to give a surprise to the friend.	<ul style="list-style-type: none"> Happy to see many options Confusing about how to choose. 	Annoyed at the useless info.	<ul style="list-style-type: none"> Happy with the informative shopping website. Not sure about how to find the best price. 	Surprise to see lots of discounts	Frustrated about reviews from other customers.	<ul style="list-style-type: none"> Pleased with usages & designs. Sad to see out of stock products. 	Frustrated to find only the Paypal payment option.	<ul style="list-style-type: none"> Satisfied with bank card payment. Feels unhappy to wait for a bit of long time.
Customer Expectations	Easily to obtain discount news.	More user-friendly search engine.	Allow to hide unnecessary ads.	Clear and innovative website design.	More discounts during holidays.	Higher quality products.	Faster supply chain system.	More payment choices.	Faster website speed.

Why is user journey important?

- ▷ It can help the UX designer to understand the feelings and experiences of the user at all touchpoints in the journey.
- ▷ It can help UX designer to identify where is/are the problem(s) in the journey.
- ▷ Then, UX designer can fix the right problem(s).
- ▷ User persona shows what is/are the problem(s).
- ▷ User journey shows where is/are the problem(s).

Example of problems in the journey

Online Shopping Customer Journey Map



Steps to create user journey

- 1) Conduct **user research** and create **user persona**.
- 2) **Analyze** information and scenario/bio in the persona to **identify activities and touchpoints**.
- 3) Create a user journey map to show **all user's activities and touchpoints** from the beginning to the end of journey.
- 4) In each activity, show the **user's feeling and experience**.

Assignment: Create user journey map

▶ Objective

- To understand and be able to create a user journey map from user research and user persona.

▶ Instructions

- Analyze the information from the user interviews and user persona and identify **5 main activities** in which the user did from the beginning until the end of his/her journey.
- In each activity, show the user's feeling and experience.
- Create the user journey map in your worksheet by using the provided icons.



User journey map (example)



Activity and Touchpoint	Determine keyword	Search by image	Search result	Analyze information	Summarize information
Feeling Happy					
Neutral					
Unhappy					
Experience	Don't know what keywords to use.	Can use images from camera or photo album.	Got plenty of links.	So many duplicates. Don't know which one to choose.	Need to manually summarize the information.

Assignment: Create user journey map



Grading Criteria

- 0 = Blank
- 1 = Incomplete or number of activities is less than 5.
- 2 = 5 activities are listed but they are not clearly described.
- 3 = At least 5 activities are listed and they are clearly described.



User journey map



Activity and Touchpoint	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5
Feeling Happy					
Neutral					
Unhappy					
Experience					

Problem statement

What is problem statement?

- ▷ A problem statement is an actionable summary of your user, their goals, and what you need to solve to meet those goals.
- ▷ The simple format of problem statement by Nielsen Norman Group includes 3 components.
 - A user
 - A need
 - A goal

Why problem statement?

- ▷ Problem statement is created **after** the user research to **guide** you in the ideate phase and all the remaining stages which help you solve the user's pain points.

Example of problem statement (1)

- ▷ A dog owner [user] needs to spend more time playing with their dog [need] in order to keep him engaged and happy [goal].

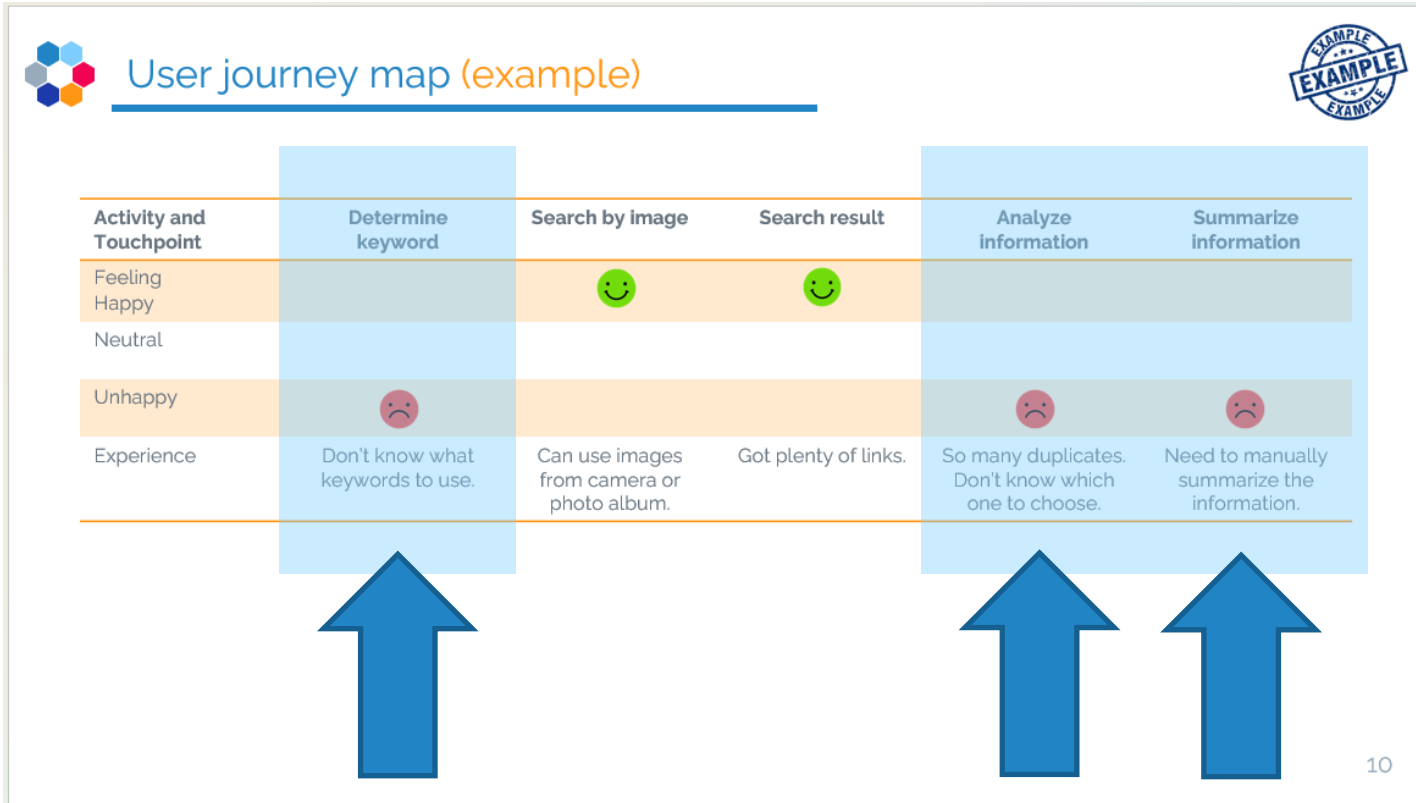
Example of problem statement (2)

- ▷ Parents [user] need a way to quickly and easily access high-quality information about teaching their kids how to avoid internet scams [need] because currently it is hard to find resources about this topic, which leads to uncertainty [goal].

Example of problem statement (3)

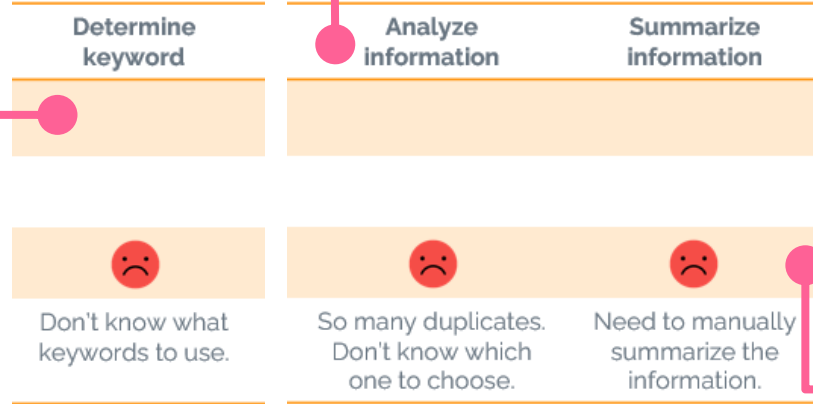
- ▷ Single young adults who move to a new city where they don't know anyone [user] need to know where to go to meet people and make friends [need] so they don't feel isolated [goal].

Problems from user journey



Problem statement for Amy

Amy needs a way to search by not using the keyword **because** she doesn't want to determine the keyword by herself.



Amy needs a way to get rid of duplicates **because** she doesn't want to waste time in analyzing the same information several times.

Amy needs a way to help summarizing the information **because** she wants to use the information as soon as possible.

User story

What is user story?

- ▶ User story is a **concise** and **easy-to-understand** statement that defines a **common purpose** for creating a successful digital product.
- ▶ Format:
As a [user role], **I need to** [action] **so that** [goal].
- ▶ Since user story is a way to **define the user's needs**, the goal is to provide **user-focused solutions**.

How to write a user story

- ▷ A user story should focus on these **three things**:
 - **User type**
 - Who are they? This can be tied to a specific persona
 - **What** does the user want to accomplish?
 - Do they want to log in, make a payment, search for something, etc.?
 - **Why** do they want to accomplish this?
 - They may want to make a payment to bring down their balance – it's basically the why behind the want.

Example of user story

- ▷ As a business user, I need to save my file to the cloud so that I can access it from multiple devices.
- ▷ As a credit card holder, I need to view my rewards points, so that I can get cash back.

User story for Amy

Amy **needs** a way to search by not using the keyword **because** she doesn't want to determine the keyword by herself.

As a tour guide, I **need to** search by not using the keyword **so that** I won't have to determine any keyword.

Determine
keyword



Don't know what
keywords to use.

Analyze
information



So many duplicates.
Don't know which
one to choose.

Summarize
information



Need to manually
summarize the
information.

Amy **needs** a way to get rid of duplicates **because** she doesn't want to waste time in analyzing the same information several times.

As a tour guide, I **need to** get rid of duplicate information **so that** I won't waste time to analyze the same information several times.

Amy **needs** a way to help summarizing the information **because** she wants to use the information as soon as possible.

As a tour guide, I **need to** quickly summarize information **so that** I can use information as soon as possible.

Acceptance criteria

- ▷ A **user story** describes the work that needs to be done.

How do you know that this work has been done and that the user story is complete?

- ▷ **Acceptance criteria** are list of items to be tested in order to accept that a **user story** is complete.

Example of acceptance criteria

- ▷ **User story:** As a credit card holder, I need to view my rewards points, so that I can get cash back.

- ▷ **Acceptance criteria:**
 - Show my points balance after I log into my account
 - Show the date when the points balance was last updated
 - Show an error message if the points balance cannot be displayed. "We apologize for technical error. Your rewards points cannot be displayed now. Please try again later."

Acceptance criteria for Amy

Amy **needs** a way to search by not using the keyword **because** she doesn't want to determine the keyword by herself.

As a tour guide, I **need to** search by not using the keyword **so that** I won't have to determine any keyword.

Acceptance criteria:

- Allow me to search by camera.
- Allow me to search by image in photo album.

Determine
keyword



Don't know what
keywords to use.

Analyze
information



So many duplicates.
Don't know which
one to choose.

Summarize
information



Need to manually
summarize the
information.

Amy **needs** a way to get rid of duplicates **because** she doesn't want to waste time in analyzing the same information several times.

As a tour guide, I **need to** get rid of duplicate information **so that** I won't waste time to analyze the same information several times.

Acceptance criteria:

- Must not have the duplicated information.

Amy **needs** a way to help summarizing the information **because** she wants to use the information as soon as possible.

As a tour guide, I **need to** quickly summarize information **so that** I can use information as soon as possible.

Acceptance criteria:

- Automatically summarize the useful information.

Assignment: Write problem statement, user story, and acceptance criteria

▶ Objective

- To understand and be able to write problem statement, user story, and acceptance criteria.

▶ Instructions

- Refer to your user persona and user journey, write the problem statement, user story, and acceptance criteria in the provided worksheet.



Problem statement and user story (example)



Problem statement	User story	Acceptance criteria
Amy needs a way to search by not using the keyword because she doesn't want to determine the keyword by herself.	As a tour guide, I need to search by not using the keyword so that I won't have to determine any keyword.	<ul style="list-style-type: none">• Allow me to search by camera.• Allow me to search by image in photo album.
Amy needs a way to get rid of duplicates because she doesn't want to waste time in analyzing the same information several times.	As a tour guide, I need to get rid of duplicate information so that I won't waste time to analyze the same information several times.	<ul style="list-style-type: none">• Must not have the duplicated information.
Amy needs a way to help summarizing the information because she wants to use the information as soon as possible.	As a tour guide, I need to quickly summarize information so that I can use information as soon as possible.	<ul style="list-style-type: none">• Automatically summarize the useful information.
...

Assignment: Write problem statement, user story, and acceptance criteria



Grading Criteria

- 0 = Blank
- 1 = Incomplete even one problem statement.
- 2 = At least one problem statement, user story, and acceptance criteria are clearly described.
- 3 = More than one problem statement, user story, and acceptance criteria are clearly described.



Problem statement and user story

Problem statement	User story	Acceptance criteria
[User] Needs a way to [action] Because [goal]	As a [user role] I want to [action] so that [goal]	
[User] Needs a way to [action] Because [goal]	As a [user role] I want to [action] so that [goal]	
...	...	

Q&A



End