



USER JOURNEY MAPPING

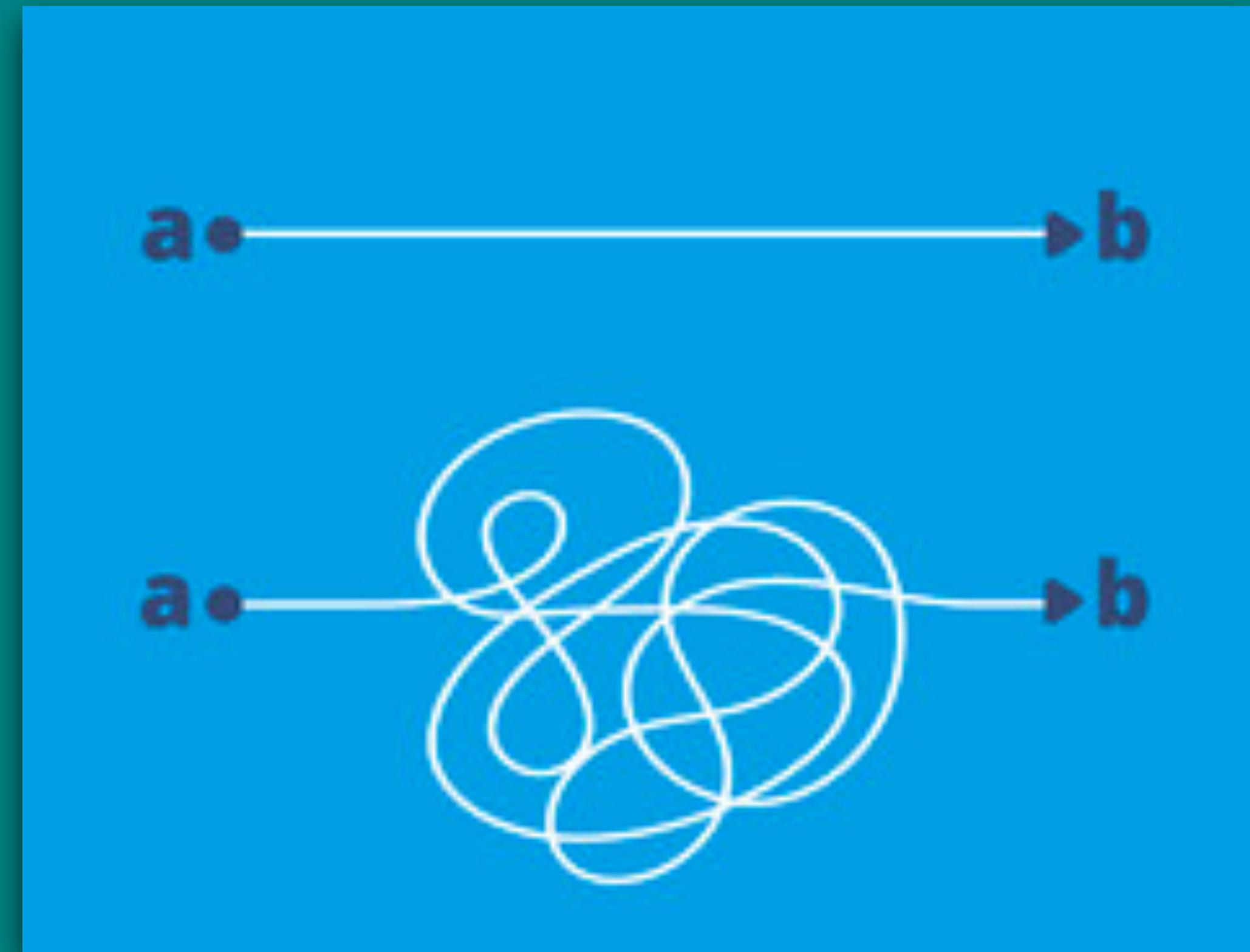
for Software Development

Why User Journey Mapping...

- Have you ever had to use an app or a site that is just really horrible? Like you were having a good day before and then after you needed a glass of wine?
- Imagine you have work software that you have to use everyday that makes you feel that way...
- Mapping gives us a chance to have some empathy and walk in our user's experience to try to make it good, better and best.

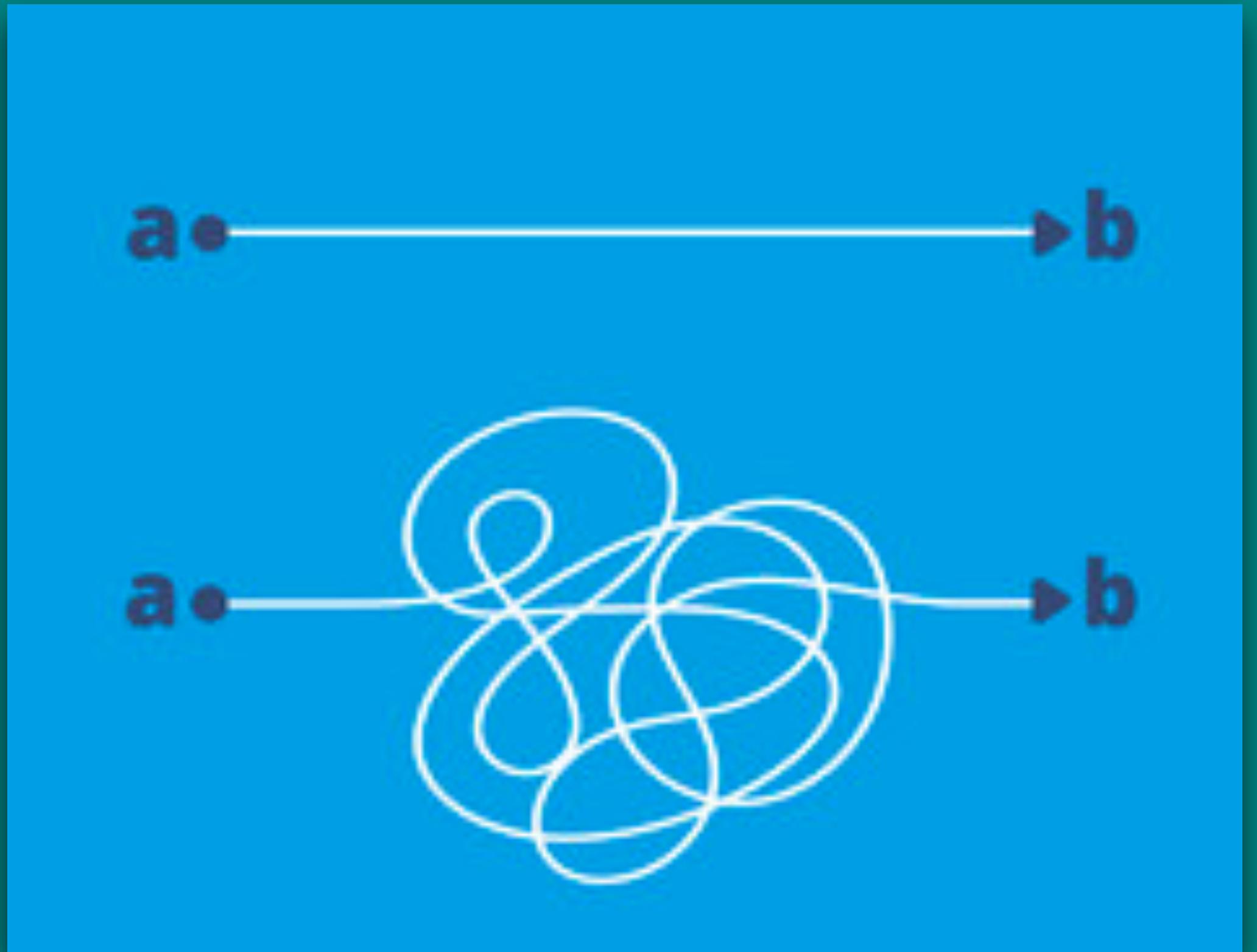
Best examples of sites / apps for user journey mapping?

- ECommerce
- Social Media



Worst sites / apps for user journey mapping?

- Banking
- Government websites
- Public Education / school related sites/ apps
- Medical sites / patient portals

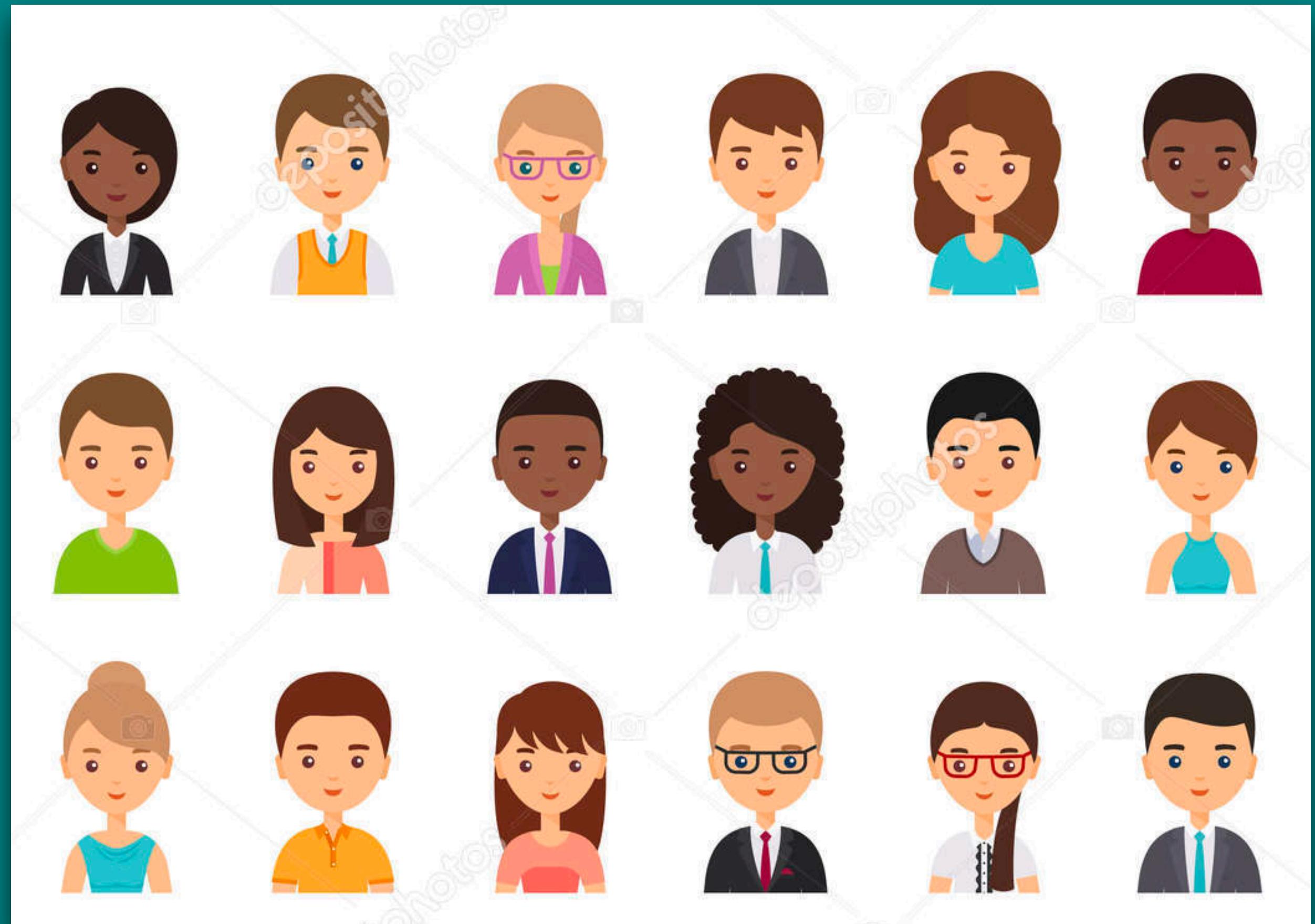


Sites that do a lot of different things sometimes have a tough time doing anything well.

Who is your user?

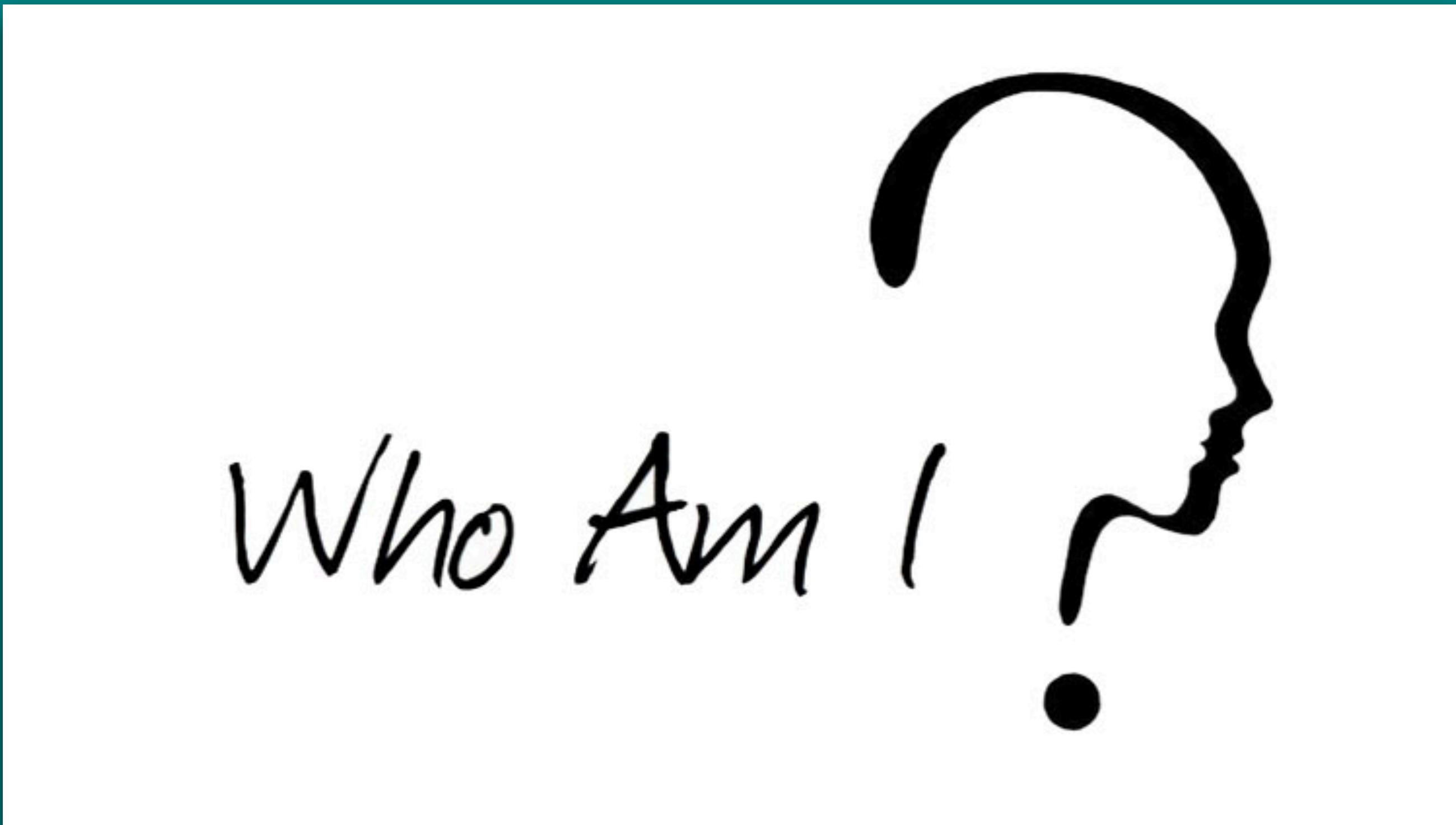
Understand your user(s) by crafting user personas:

- How does this fit into a person's experience?
- Will they have different concerns or goals?
- What is the overall tone when someone is using the product? Serious? Fun? Frustrated?
- How do we want them to feel when they are done? Relieved? Accomplished? Safe? Heard?



Help me help you ...

- Why are they using our site / app / product?
- What need are they coming to us to have met?
- What is their goal?
- What would make them glad they came?





Hiring a Milkshake

A BUSINESS STORY – REALLY.

Once you know what value you are providing to the user you can mark milestones on the journey. (Epics)

- What information does the user need along the way?
- Is there a logical order / path to that information?
- What are some other ways (outside of our product) that a user might accomplish this goal? (Competitor research, alternate tech like spreadsheets, post-it notes?)



Once you know what value you are providing to the user you can mark milestones on the journey. (Epics)

- What are the pain points for these other options? Can we solve those?
- What is the most intuitive way to do what they need to do?



Draw out the process / path to complete the goal in an ideal way.

- If things went 100% smoothly, how would this look?



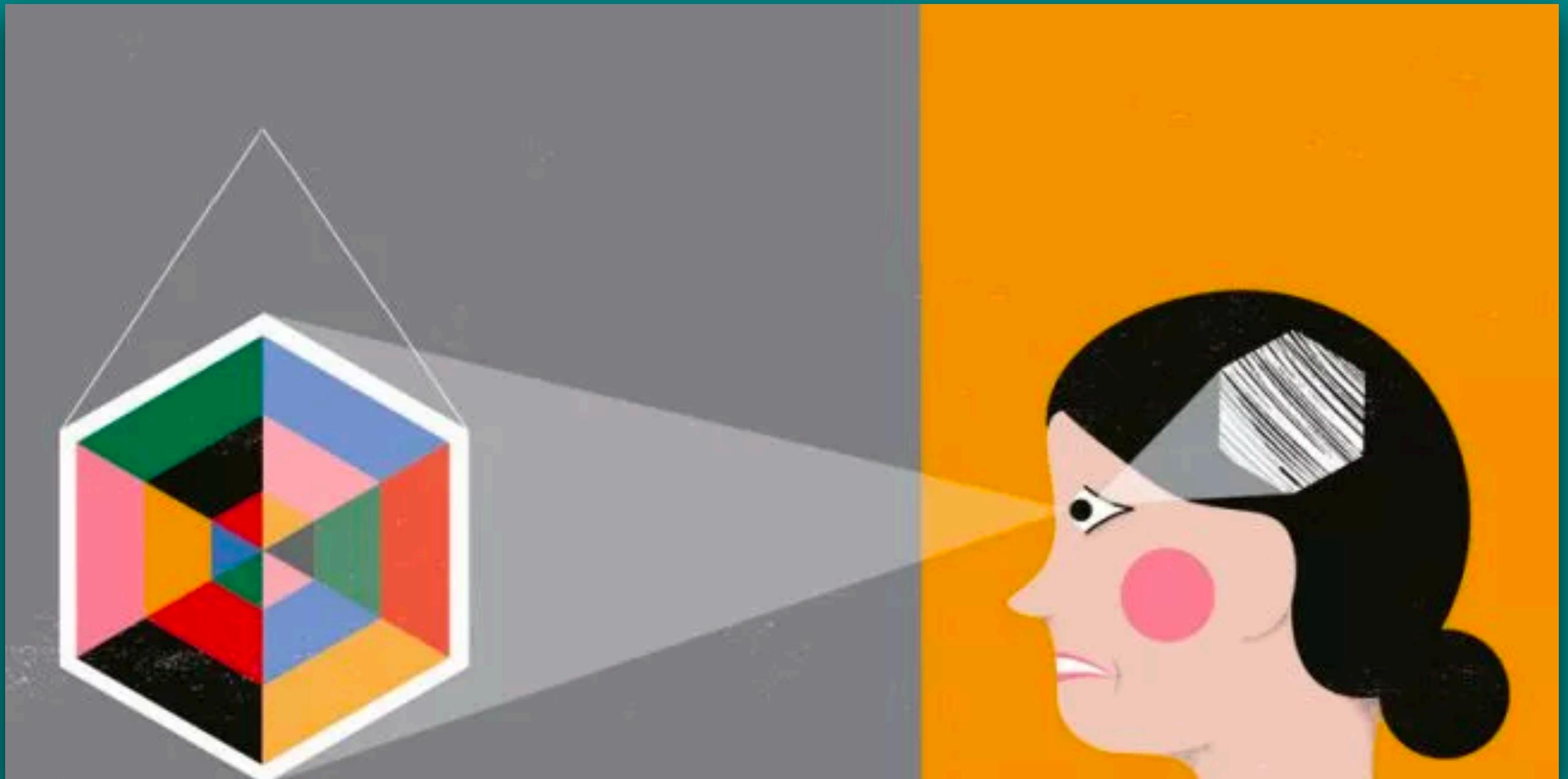
Evaluate each step for potential problems:

- Where might we lose them?
- Where are their pain points?
- Do they have to double back or abandon what they are doing for any reason?
- Are we giving them confirmation on progress?



Is the path accessible?

- Is it a tabbable process?
- Does it have a potential to be easy to navigate with alternate technology (not too much stuff on one screen)
- Does it follow typical conventions that feel natural to people? (Like cancel button to the left, save to the right)



How do you make the complex simple?

- Be opinionated about the path for your user
- No amount of documentation or marketing overcomes bad design.
- A good design is so intuitive it doesn't need documentation.
- If you can't explain something in simple terms, you don't understand it.

Resources

- <https://www.easyagile.com/blog/user-journey-map/>
- <https://www.compasspt.com/blog/hiring-milkshake-business-story>
- <https://www.creativebloq.com/web-design/digital-accessibility-91516837>
- <https://www.nngroup.com/articles/journey-mapping-101/>
- <https://www.industriallogic.com/blog/bridging-agile-delivery-and-design-thinking-part-1-journey-mapping-to-user-story-mapping/>