

Mapping the User's Journey

HOW DID I GET HERE?

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Welcome to Mapping the User's Journey

This session will go over how to understand your users better through Empathy Mapping and User Journey Mapping.

We will have two audience participation exercises as well.

COURTNEY HEITMAN

SCRUM MASTER
UX DEVELOPER

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My coworkers like to joke that I like to accessorize by wearing hats.

I'm mainly a Scrum Master for Gallup ecomm teams, but I also do UX development on many of our eComm sites

I am also an Accessibility Compliance Specialist where I head up Gallup's accessibility compliance.

ELIZABETH DAVIES

LEAD UI/UX DEVELOPER

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I am the Lead developer for our .com public sites. Our Senior UX developer and the BA for my team. I also work with Courtney as an Accessibility Compliance Specialist.

[TRANSITION]

Most people know Gallup as a polling company what we actually do is...

Analytics and Advice

ABOUT EVERYTHING
THAT MATTERS

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[PAUSE]

World Poll

- 160+ countries and 140+ languages
- Global Slavery Index
Walk Free Foundation
- The Global FINDEX
World Bank

Not only do we use our data to solve world problems, we use it to solve organizational problems

Employee Engagement: Q12

- Gallup science 12 questions to tell if employees engaged
- Our research indicates 78% of employees are disengaged in their jobs

CliftonStrengths

- Don Clifton founder of positive psychology
- 34 different talents - Achiever to WOO
- 6 times as likely to do what they do best every day
- Our book **StrengthsFinder 2.0** is Amazon's bestselling nonfiction book ever.

TO SUPPORT

Gallup Courses

- 200 global courses annually
- Leading High Performing Team to Coaching to make the most of their strengths

[TRANSITION] What this means is we have a very wide range of consumers from individuals to business and beyond. We use a wide range of tools that we will talk about today.

Let's talk personas.



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Created from extensive interviews that take 100s of hours.

A way to model, summarize and communicate research about people who have been observed or researched in some way

Not a real individual

Enables the product team to focus on a manageable and memorable cast of characters

3-5 personas per platform



Jeremiah Beckman

NORMAL DAY

As a user experience designer my day starts out with a team stand-up and sharing the projects I'm working on. I then have meetings with stakeholders to review mockups. My afternoon is spent with my development partners helping answer questions and specing out mockups for them.

MOTIVATION

As a user experience designer, my main motivation is to ensure that users can use our websites with little to no difficulty. I want them to have fun when they visit our website, because that keeps them coming back.

One of my other motivations is to ensure that the brand is maintained across all of our web properties. I want to make sure that we are using brand compliant colors and fonts, along with other design characteristics of our brand at all times.

AGE	29
GENDER	Male
STATUS	Married
LOCATION	Omaha, NE

GOALS

- To always think of the user first when building any new features. I want to make them love our web properties.
- I wish for users to easily be able to find what they are looking for when they visit one of our websites, whether that be a report, a book, or a course they want to take.

FRUSTRATIONS

- Sometimes I wish I had more access to our users so I could ask them questions of what features would make their lives easier.
- Our brand color palette isn't easily ADA compliant, so sometimes I struggle with designing for compliancy.



Credit: MailChimp

MailChimp takes personas a step farther and makes posters out of their intensive research and displays them around the team areas in the office, so everyone is always thinking about how to make Ada or Andre happy.



Empathy Maps, FTW!



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- A quick, easy way to create a basic persona
- A tool for design decision making
- Takes about 15 minutes
- Best when created with people who talk to users

EMPATHY MAPS

WILL HELP YOUR STAKEHOLDERS
THINK ABOUT USERS IN A WAY
THAT ASSISTS WITH DECISION MAKING

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You might not have research to draw upon for personas, but you do have a room full of stakeholders with pretty good ideas of what their customers look like.

Name _____

Do	See
	Think/Feel

Situation _____

Name, Situtation
Do, See, Think/Feel

Name **Gabe**

Cost comparison

researching all the courses

Do

researching competitors + opportunities

Finding dates & location that work

looking at travel & lodging possibilities

\$\$

Clifton Strengths Brand

I need a network

Other Coaching Opportunities

See

I want a way to make money

\$(cost) vs \$(making)

How much time?

Can I change the world?

What will I earn?

Think/Feel

What is required of me?

How much will this cost?

Do I have time for this?

Situation Gabe is a potential CliftonStrengths coach. He works full time for a company, but he is looking for a side hustle. He wants it to be something he is interested in and even passionate about. He is looking for what it would take to be certified.

Let's try this!



<http://userjourney.tools/empathy-map/>

It's time to imagine...

Close eyes, take a deep breath and let it out and with that breath I'd like you to travel in your minds-eye to a beach. You can hear the roll of surf, the sound of a flag fluttering in the wind. The sand is warm under your feet. You can see rocks. Take a moment and fix that beach in your mind. Imagine ...



How close is this picture to your minds-eye? Were you able to fully realize what your customer is looking for? Or ... are there differences? Perhaps your beach had swimmers. Perhaps you had a national flag instead of a warning flag. Or you had large rocks next to you on the beach instead of in the distance on a small island.

[TRANSITION] [Speaker switch] You took a journey but was your destination the same as your users?

USER JOURNEY MAPPING

A WAY TO DECONSTRUCT A
USER'S EXPERIENCE WITH A PRODUCT
THROUGH A SERIES OF STEPS AND THEMES

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Gets people on the same page, knowledge shares

Creates a shared frame of reference around the customer experience.

Distributes customer insights in a form that is both usable and easy to understand.

USER JOURNEY MAPPING

CREATES A WAY TO SHOW
OPPORTUNITIES FOR IDEATION
AND INNOVATION

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Allows you to see those pain points and AHA moments that users face.
Builds organizational knowledge of customer behaviors and needs across channels.

USER JOURNEY MAPPING

METHOD TO ENCOURAGE
THE PRODUCT TEAM TO THINK
ABOUT USER NEEDS EFFECTIVELY

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Allows you to craft that user experience you want for your users.
Further organizational evolution towards customer-centered thinking.

The Steps of Experience Mapping

- Uncover the Truth
- Chart the Course
- Tell the Story
- Use Your Map

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Adaptive Path has 4 points about experience mapping:

Uncover the truth – study your customer behavior

Chart the course – collect key insights into a journey map

Tell the story – visualize the story, make something you can hang in a common space in your office

Use your map – use the insights you've gleamed and work towards them.

The activity and the artifact

	Step 1	Step 2	Step 3	Step 4	Step 5	
Actions						
Questions						
Happy Moments						
Pain Points						
Opportunities						

Start at the top determining steps,
 Got through Actions, Questions, Happy Moments, Pain Points for each step.
 Save Opportunities for last

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Let's try this!



<http://userjourney.tools/user-journey-map/>

Pro Tips

- Collaborative Area
- Key Players
- Empathy, Empathy, Empathy
- Ask Leading and Pointed Questions

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Rooms where collaborating thrives are key. Also wet erase markers.
Include people who are in a client support role, they know your users the best.
Be empathic
Put yourself in the users shoes and make sure people stay there.
Take a pause and redirect if you start “company” speaking.
Ask leading questions.
Ask pointed questions.

Every one of your users
is going through a journey.

Let's give them a good experience.

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Summary:

Learn about your users.

Create Empathy Maps and Personas, they're your friend when making business and design decisions

Gather information into a journey map to guide your future business development.

Resources

- <https://www.invisionapp.com/blog/empathy-maps-ux/>
- <https://medium.com/@harrybr/how-to-run-an-empathy-user-journey-mapping-workshop-813f3737067>
- <http://designingcx.com/cx-journey-mapping-toolkit/>

Questions?



Fill out the evaluations, win prizes!

Fill out an evaluation for this session

Great!

This session was a valuable
use of my time.

Almost...

I got some value out of
attending this session

Nope.

This session was of little or
no value to me.

Leave a constructive comment

Submit your Evaluation

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