

# Mapping the User's Journey

HOW DID I GET HERE?

**COURTNEY HEITMAN**

SCRUM MASTER  
UX DEVELOPER

Let's talk personas.



5

GALLUP

Created from extensive interviews

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.

### 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.

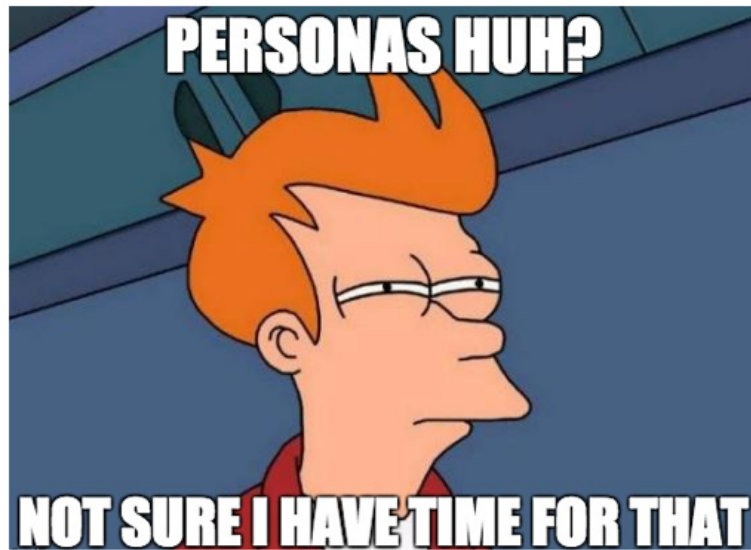
AGE	29
GENDER	Male
STATUS	Married
LOCATION	Omaha, NE

This is an example persona. Most standard personas list Responsibilities, Goals, Frustrations, and general personal information.



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!



## **EMPATHY MAPS**

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

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



The image shows a blank template for user research, set against a dark gray background. The template is a white rectangle with a thin gray border. At the top left, the word "Name" is followed by a horizontal line. At the bottom left, the word "Situation" is followed by a horizontal line. The central area is divided into three sections by a vertical line and a horizontal line. The left section is labeled "Do". The top right section is labeled "See". The bottom right section is labeled "Think/Feel".

Do – What actions are taking place, what they are researching, etc.

Seeing – what he's seeing, things about our brand, etc.

Thinking and Feeling – These are thoughts and worries.

Situation -- Background on the persona, what this persona is used for, etc.

Name Gabe

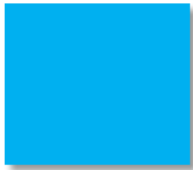
Cost comparison	\$\$	Clifton Strengths Brand	I need a network.
Researching all the courses	Other coaching opportunities	See	I want a way to make money.
Do			
Researching competitors opportunities	\$ (cost) vs. \$ (making)	How much time?	Can I change the world?
Finding dates & locations that would work for him	What will I earn?	Think/Feel	What is required of me?
	How much will this cost?		Do I have the time, etc. for this?

Situation Gabe is a soon-to-be coach. He works full time for a company, but is looking for a side hustle. He wants it to be something he is interested in and even passionate about. He is looking at what courses he needs to take to become certified.

Lets try this!



## Empathy Map



Name **Mike**

Do

See

Think/Feel

Situation

Mike is a HDC attendee who lives in Omaha and works at a corporation as a .NET developer. He attended this session because he wanted to know more about UX.

Now what?



## **USER JOURNEY MAPPING**

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

## **USER JOURNEY MAPPING**

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

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

It really is just a giant table of user thoughts, actions, questions, and opportunities.  
Write out the overarching categories for your process

Put your self in your persona's shoes

Work your way through the map

Start at Step 1, go down the first column, leaving opportunities row until the very very end of the exercise. Repeat down each column until complete, then fill out opportunities.



Lets try this!



## User Journey Map

	Mapping the User's Journey	Keynote	After Party
Actions			
Questions			
Happy Moments			
Pain Points			
Opportunities			

Questions?




## 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?



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