User Stories, User Journeys & Personas

## Från insikter till användarcentrerad design

Desmond Dibba

Varför dessa verktyg?

- User research ger insikter om verkliga **användarbehov**

- **Personas** (Arketyper): Sätter ett ansikte på våra data

- **User Stories**: Formulerar användarbehov i ett konkret format

- **User Journeys**: Kartlägger hela användarresan, inklusive **mål**, **känslor** och **pain points**

Personas
Vem är användaren?

- Fiktiv representation baserad på data

- **Innehåll**: Mål, behov, frustrationer, beteendemönster

- **Syfte**: Skapa empati och guida designbeslut

- **Exempel**: En persona för en musikstreaming-app kan vara "Marcus, 25 år, student och musikentusiast med begränsad mobildata."
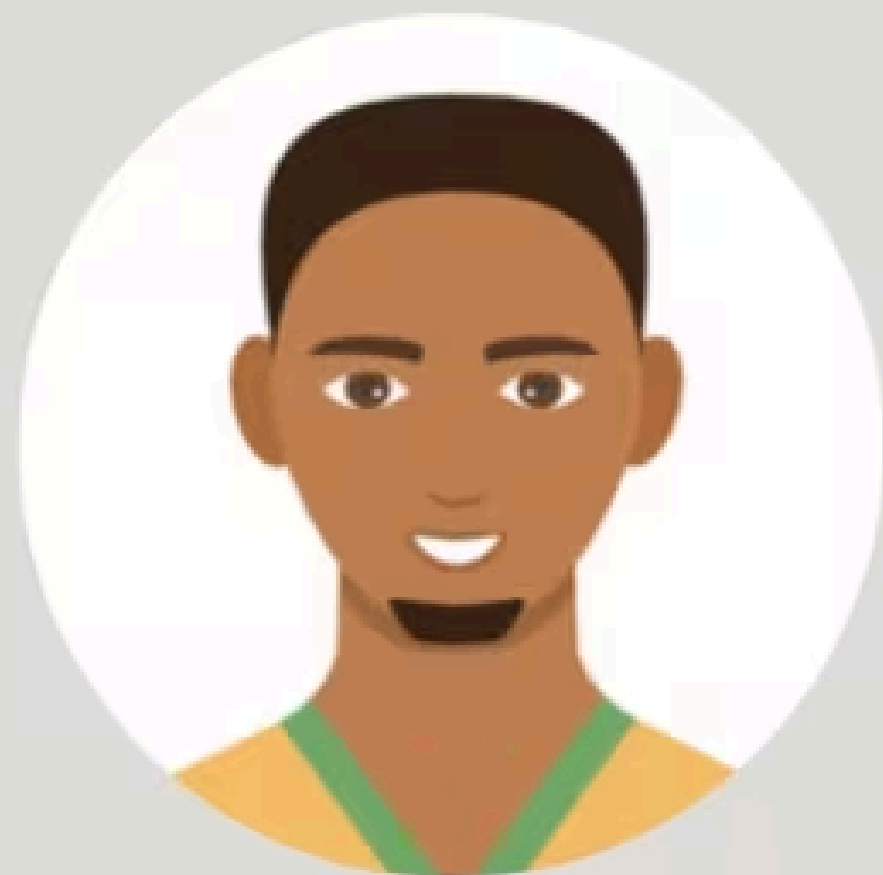
MARK, 22

DEMOGRAPHICS

- Rents a 2 bedroom apartment in uptown Charlotte, NC with old teammates from lacrosse.
- Currently an intern for a large sports management company and a bar tender at a high end cocktail bar on the weekends.
- Recently single and using dating apps. An only child and rescued a puppy 4 months ago.
- Graduated with a 3.8 in Health Sciences from UNCW. Owes $28,000 in private loans.

BEHAVIORAL IDENTIFIERS

- Hobbies include eating out, lifting weights, playing club lacrosse, drinking draft beer, tailgating for UNC, and watching live music.
- Prefers chat systems for customer service and support. Values quick responses and 24 hour availability.
- Wants fast shipping. Values a low price. Prefers online marketing, light colors, and simple websites.
- Shops online between 7pm-3am. Buys during pay periods at the end of the month and often uses promo codes.
- Owns an Android and shops on mobile with referrals from social media such as Instagram and Facebook.
- Studied abroad in Chile. Can speak Spanish and some Italian. Travels on a budget and prefers hostels to hotels.
- Personal goals to be out of debt by 2024, to be engaged in 4 years, and to work in a university sports medicine department.
- Very fit and active but has a bad diet due to eating on a budget and drinking often. Seeks out health information daily.

JUSTIN, 31

DEMOGRAPHICS

- Rents a 1 bedroom apartment in uptown Atlanta with his partner. Saving to buy a home next year.
- Works 40 hours a week in a 5 star hotel as a superintendent with a net income of $120,000.
- Recently engaged to his boyfriend of 5 years with plans to marry in NYC in the winter.
- Graduated from a community college with honors and held office in 3 on-campus clubs.

BEHAVIORAL IDENTIFIERS

- Hobbies include vegan cooking, yoga, monthly massages, playing the drums, volunteering, drinking cocktails and watching local plays.
- Prefers to call for customer service and support. Values follow up summery emails and easy to read directions.
- Wants free shipping on large orders. Values quality and privacy. Extremely brand loyal. Prefers email marketing.
- Shops online between 9am-3pm and makes multiple returns. Uses Paypal at checkout.
- Owns an iPhone and tablet. Shops on this tablet with referrals from email marketing and promotions.
- Travels in the USA twice a year to visit family in Maine and California. Prefers long road trips and holiday travel.
- Personal goals to become a general manager within 4 years and to purchase a suburban home after his wedding and honeymoon.
- Cooks very healthy and with local products. Has great self care and is very active.

MAGGIE, 52

DEMOGRAPHICS

- Owns a 4 bedroom home in coastal NC and 2 high end cars. Lives in a suburban gated neighborhood.
- Human Resource Director of a small media company for 5 years with a $88,000 salary.
- Happily married for 12 years with 2 sons and a house hold income of above $220,000.
- Well educated with an HR degree from a state university. Graduated without debt.

BEHAVIORAL IDENTIFIERS

- Hobbies include reading, playing tennis, networking at the country club, being involved in youth groups and visiting the beach.
- Strong need for customer service and support. Values face to face communication and rewards systems.
- Wants a simple product. Values quantity and brand image. Prefers print marketing and bold graphics.
- Shops in department stores after 5pm. Buys in bulk on sale items. Referred by a previous client.
- Owns an iPhone but makes purchases online with a desktop Mac computer. Needs a simple check out system.
- Well traveled in Europe. Prefers traveling in off-peak times in chain hotels and loves pre-planned travel like cruises.
- Personal goals to retire by age 65, to own a vacation home on the Spanish Riviera and for her sons to attend an ivy league university.
- In very good health but very busy and often stressed. Visits group exercise programs.

User Stories
Vad behöver användaren?

- Kort beskrivning av en funktion ur användarens perspektiv

- **Format**: "Som en [*persona/användartyp*] vill jag [*göra något*] så att jag kan [*uppnå mål*]"

- **Syfte**: Att fånga vad användaren behöver och **varför**

- **Exempel**: "Som en marknadschef vill jag filtrera produktlistan så att jag snabbt hittar bästsäljare."

Agile User Story Writing Template

Whizible

Use story no	As a <type of user/ persona>	I want to <goal/ objective>	So that <benefit/ result/ some reason>
1	Project team member	know all my tasks in advance	I can prepare and plan my time properly
2	Content manager	get a weekly report of content analytics	I can monitor the effectiveness of content writer
3	CEO	get a weekly report from all department heads on their team goals	I know whether my strategy is working
4	Middle-aged woman on a sabbatical	earn a certificate for digital marketing from coursera	I can restart my career
5	Software developer	reskill myself by attending the training program organized by my employer	I can stay employed

User Journeys

Hur upplever användaren helheten?

- Visualiserar hela resan från start till mål

- **Innehåll**: Steg, mål, känslor, pain points

- **Syfte**: Identifiera hinder och optimera upplevelsen

- **Exempel**: Boka en resa online: från att söka och jämföra alternativ, välja resa, genomföra bokning, till att få bokningsbekräftelse

Food delivery app

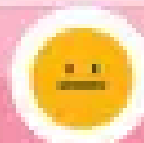|	Awareness	Consideration	Conversion	Customer Service	Loyalty
Activity	User finds the app	User looks through the food choices	User orders a delivery	User enquires about the wherebaouts of the food	Orders again, shares experience
Customer Goal	To order a delicious takeaway, as soon as possible	To order 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					

Airbnb

|	Awareness	Consideration	Conversion	Customer Service	Loyalty
Activity	User wants to go on a city break in Rome	User finds Airbnb	User books a stay	User gets in touch with the host	User wants to explore another city
Customer Goal	To find a well-priced place to stay in Rome that will give them a taste of life in the city	To book a place to stay	A smooth transaction	To find out more information about the stay	To find a great Airbnb to stay at
Potential Touchpoint(s)	Recommendation from friend, social media, PPC ads	Airbnb app or website	Airbnb app or website, PayPal	Messaging platform within Airbnb	The app, the website, social media, review sites
Experience					
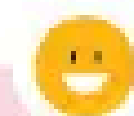
User Profile

Small + Medium-sized Business Owner

- Less than 20 employees
- Wants to save time and $
- Looking for tools to grow business
- Seeks quick, reliable answers

Needs Mobile Credit Card Reader

- Wants to find a quick, easy solution
- Expects enough info to make a decision
- Needs clear pricing, what equipment might be needed, pros/cons of different card readers

	SEARCH →	READ →	CHOOSE
ACTIONS	• Googles "best mobile credit card reader on mobile device • Clicks on search result for Business.org	• Lands on Business.org best credit card readers page • Scans/reads copy	• Clicks *learn more* for square app • Adds square reader to cart
THOUGHTS	• "I want to quickly find what I need." • "I want to know prices." • "I want to see what other SMBs use."	• "I love the last updated verbiage because I know this is recent and the *best for messaging*." • "Are there reviews from SMB owners I can read? • "Where are the prices and fees?" • "What equipment do I need?"	• "Why am I being pushed to buy after clicking *learn more*? I want more info." • "If I made the wrong choice, can I return it?"
EMOTIONS	*Hopeful* *Impatient*	*Frustrated* *Overwhelmed*	*Surprised* *Nervous*
OPPORTUNITIES		• Clearer prices • Quotes from business owners • Improved comparison tables • Clearer equipment requirements	• Revise *buy now* vs *learn more* links • Make sure prices match

Research → Personas → User stories → User journeys

- **Research-insikter**: Identifierar mål, behov & problem
- **Personas**: Omvandlar data till "levande" användarprofiler
- **User Stories**: Specifika funktionella krav baserade på personas
- **User Journeys**: Visualiserar hela upplevelsen med identifierade pain points

- **Scenario**: En musikstreaming-app

- **Persona**: Marcus, 25, studerande och musikentusiast med begränsad mobildata

- **User Story**: "Som Marcus vill jag kunna ladda ner "*Discover Weekly*" spellistan för att lyssna offline utan att använda för mycket mobildata."

- **User Journey**: ?

- Identifiera känslor och pain points

Sammanfattning

- Research -> Personas -> User Stories -> User Journeys

- Designa med **användaren** i fokus

- Testa och iterera!

- Reflektionsfrågor:

  a. Hur skiljer sig en user story från traditionella krav?

  b. Varför är det viktigt att ha en detaljerad user journey?

  c. Hur kan vi iterera utifrån researchinsikter?

- Workshop: Dela in er i grupper för att skapa era egna personas, user stories och en user journey baserat på givna scenarion.

LÄNKAR

- SPOTIFY.DESIGN/ARTICLE/THE-STORY-OF-SPOTIFY-PERSONAS

- ATLASSIAN.COM/AGILE/PROJECT-MANAGEMENT/USER-STORIES

- NNGROUP.COM/ARTICLES/JOURNEY-MAPPING-101/