

# Product Management DevC

## Week 4.2 Lab

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### Objective: Learn to create a user journey.

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There are many kinds of customer journey templates. It is not **a fixed formula**, depends on the type of business, products, goals... Basically, most of user journey will include user phases, user activities, and user needs. For today lab, we will go with a simple user journey template which of course include the above components.

#### Activity 1: Create a user journey.

You can pick the applications that you did in the previous labs or you can pick a new one. Follow this simple user journey template.

##### Milestone 1:

- Define the customer journey that the users are gonna take for the horizontal.

##### Milestone 2:

- List all the actions that the users will take at any steps.

##### Milestone 3:

- Define the questions user will ask.

##### Milestone 4:

- Define the happy momemnt of the customer.

##### Milestone 5:

- What are their possible paint points?

##### Milestone 6: Potential opportunities.

- After you finished all the above milestones, you are going to work on the one of the most important parts of this template which is the potential opportunities.
- Brainstorm ideas that you think you can help with the customer needs.(Your group can use affinity mapping or other brainstorm techniques that are familiar with your group.)

## **Activity 2: Present your user journey.**

- Time to show off your user journey with other teams!!!