chapter – 2

User Journey

A user journey is a method that maps the steps involved in a journey that a user takes in order to achieve a goal.

More importantly, it also visualizes how a user interacts with a product and allows designers to see a product from a user's point of view.

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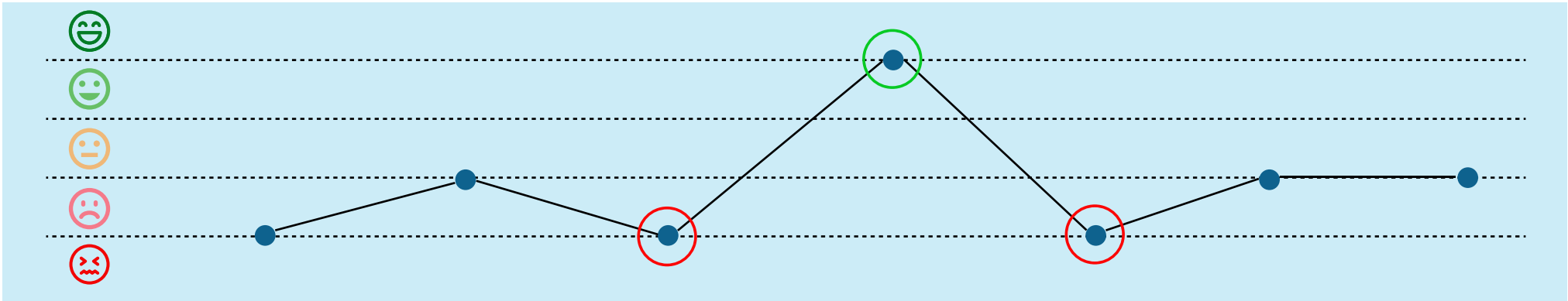
Buying Groceries
User Journey

Buying Groceries	Plan To Buy Grocery	Get Ready	Commute	Buying Groceries	Payments	Commute	Key Safe
big basket journey map	check vaialble	take shopping bag	take vehicle	take basket	standing in queue	take vehicle	keep the shopping bag in table
	list prepare	take money	drive vehicle	add grocery items to basket	waiting for your turn	drive vehicle	separate the item
	plan to choose the shop	change clothes	cross signal	check list	pay by cash card	cross signal	keep the item in container
	check available money	take vehicle key	looking for parking	ensure the listed items taken	get bill	reach home	
			park vehicle			park vehicle	



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big basket journey map

Buying Groceries	Plan To Buy Grocery	Get Ready	Commute	Buying Groceries	Payments	Commute	Key Safe
	check vaialble	take shopping bag	take vehicle	take basket	standing in queue	take vehicle	keep the shopping bag in table
	list prepare	take money	drive vehicle	add grocery items to basket	waiting for your turn	drive vehicle	separate the item
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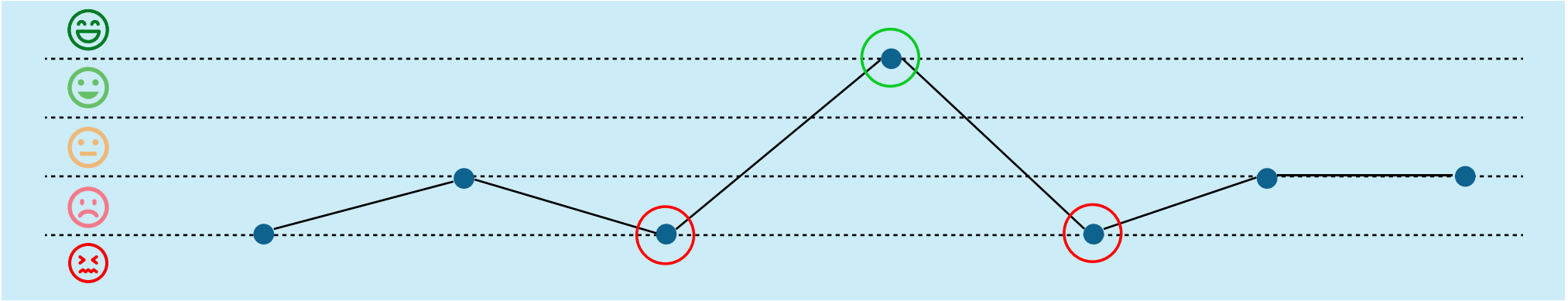
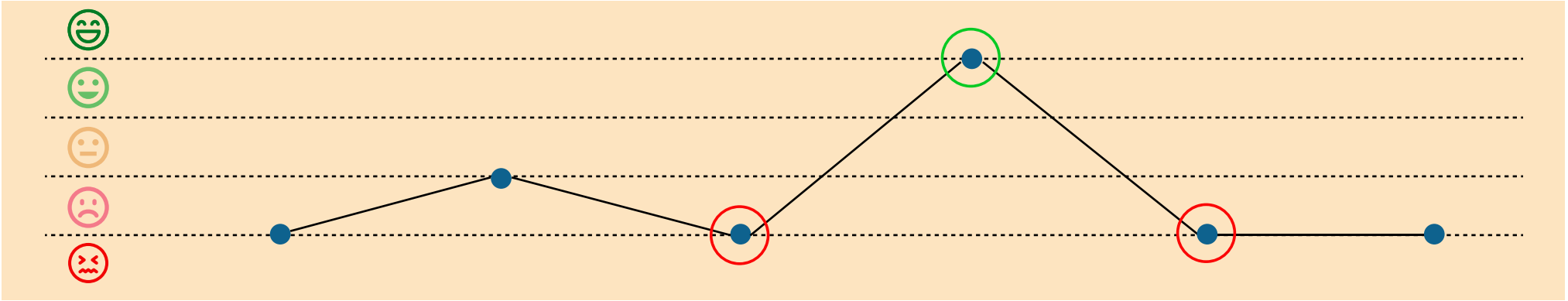
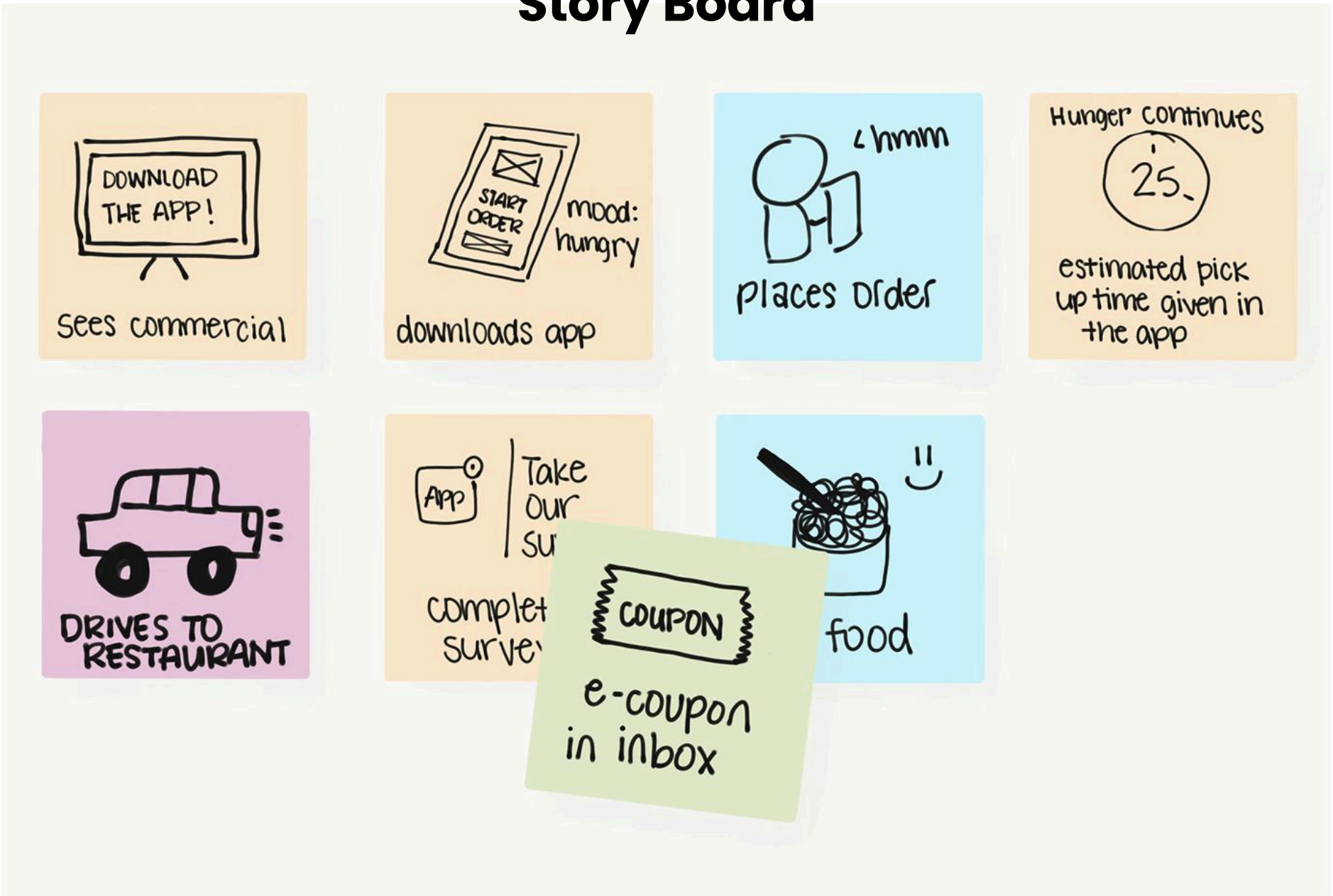


journey map for parking a vehicle

Park A Vehicle	Meeting A Client	Commute	Find A Parking	Park A Vehicle	Payments	Commute
	check calender	meeting location ping in google map	reach destination	park my car	return from meeting	erase the chalk time entry
	schedule meeting	look for traffic	parking full on office	get parking token	parked for 1:20 mins. but, pay for 2 hr	car got minor scratch
	check time	start car	searching nearby location	keeper mark time using white chalk in car rear light	i paid through cash hence no e-pay mode unavailable	argue with keeper
	check location	start driving	find a parking place	ensure door closed	no change	take car
					visit nearby shop to get change	reach office



Story Board


DOWNLOAD THE APP!
sees commercial
START ORDER
mood: hungry
downloads app
hmm
places order
Hunger continues
25
estimated pick up time given in the app
DRIVES TO RESTAURANT
APP
Take our su
complet
surve
COUPON
e-coupon in inbox
food

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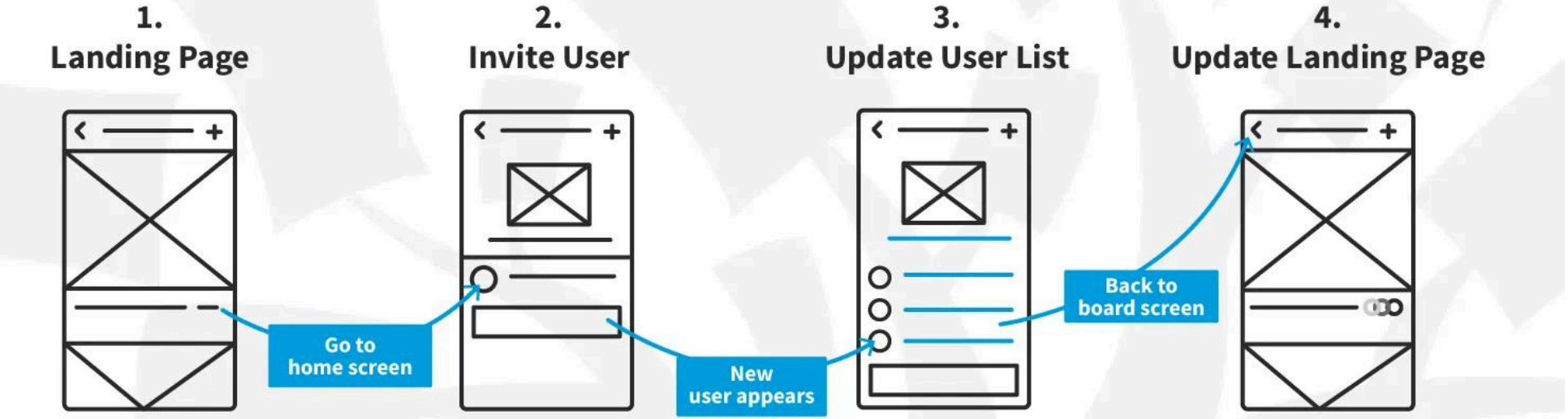
Story Board



Tapping the share link in the header sends the user to the share screen.

Animation
Screen slides left

Text field promts the user to add an email address.

Animation
None

New people get added to the bottom of the list. Hitting 'X' or 'Save' closes this screen.

Animation
Username fades in

User is taken back to the feed where the new images are displayed.

Animation
Screen slides right

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Life Table

Daily	Weekly	Monthly	3/6 Months	Yearly	2/3 Years	More Than 5 Years
Wake Up	Grocery	Salary	Bike Rides	Family Trip	Vacation	Buy Bike
Personal Care	Temple	Loan EMI	Theater	Health Checkup	Self Education	Buy Car
Get Ready	Washing	Subscriptions	Shopping	School/Clg Fees	Insurance	Foreign Trip
Breakfast	Shopping	Bills	Vehicle Service	Buying School Products Like Bag ,Uniform Bottle Etc.,	Job Change	Graduation
Commute	Movies	SIP Investments	Restaurant	Home Deep Cleaning	Functions	Marriage
College / Office	Outing	SIP Insurance	Vacation/ Trekking		House Renovation & Painting	Buy Home
Tea Break	Bar	Short Tips	School/ College Fees		Buying New Products (Electronic, Furniture	Hospitality
Lunch	Parlour	Rent	Certification Course			
Commute	Car/Bike Wash	Hair Cut				
Exercise	Weekend Class	Visit Native				
Entertainment	Petrol	Buy Medicine				
Dinner	Air Check					
Social Media	Water					
Go To Bed	Order					

Activity

- Prepare 3 User Journeys
- Select 1 User Journey
- Kickstart Your Project