

UX PROCESS

User Journey Maps

UX PROCESS SIMPLIFIED
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User Journey Map

A customer/user journey map is a very simple diagram that maps out

The steps your customer(s) go through while engaging with your company, your service, your App/Website or your product

Journey maps make it easy to pinpoint where improvement is needed

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Benefits of User Journey Map

At what point/touchpoint, we are losing customers/users

- Higher customer satisfaction
- Lower customer turnover or churn
- Improved sales process
- Pinpointing customer pain areas

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Example of User Journey Map

In my case **FrokLand**

How customer found our store (Online Ad), how she interacted with my website (Mobile), how she decided to choose the cloth(maybe call her friend), how she ordered few clothes (using Desktop), how she called helpline due to delays, was she satisfied at the end or did she choose a competitor instead of FrokLand

Whole user journey from finding to opening the package

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Essential Parts of User Journey Maps

- **Actions** users are doing at each stage
- **Motivation** (what is the reason behind that action)
- **Frustrations** (Questions or issues user facing)
- **Barriers** (Any cost or implementation limitations)
- **Opportunities** (Improvements we can make)

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