User Journeys

User Journey (also sometimes referred as Customer Journey)

➤ Combinam **Storytelling** com **visualização**.

➤ Reproduzem uma **linha temporal** o conjunto de **objectivos, ações, e experiências, e oportunidades** que o utilizador tem, sente e executa.

➤ São utilizados principalmente para dois objectivos:

   ➤ Demonstrar como os utilizadores interagem actualmente com a app (caso de redesign).

   ➤ Demonstrar como os utilizadores irão interagir no futuro com a app (novo design).
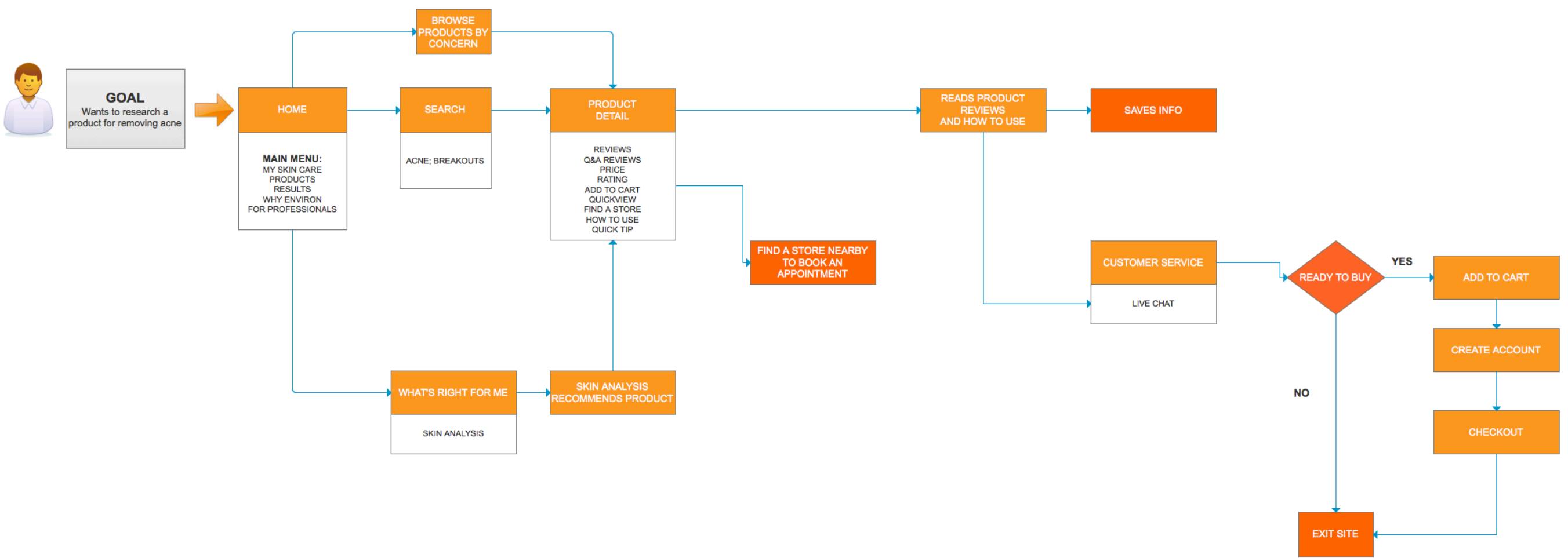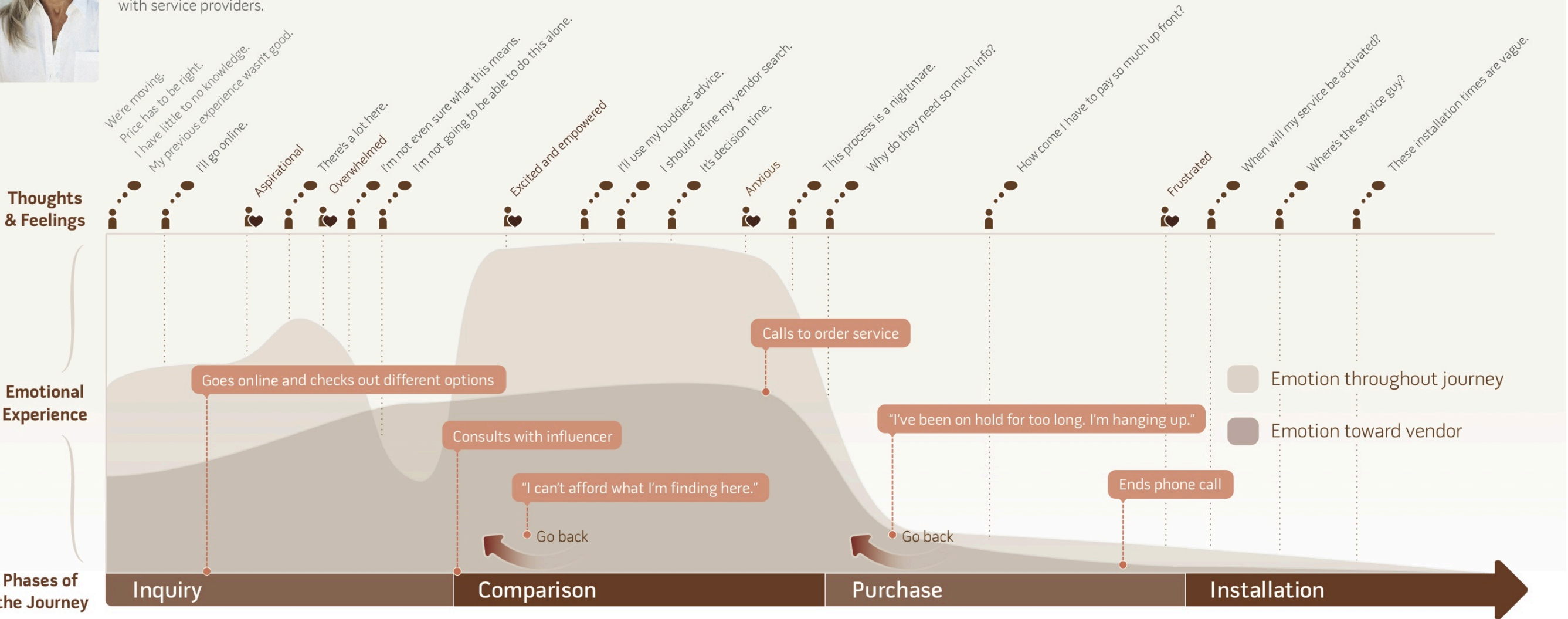
ENVIRON™
USER JOURNEY

Meet Jared

Goals
Search for information around a skin care product that removes acne. Concerned about **how long** it takes to remove **acne breakouts**, the **price** of the product, saving info about his skin, **proven results** and recommended products. Being a novice to skin care products he also wants to know **how to use** the product.

Skin care expertise: low
Brand awareness: 0/10
Urgency: high
Price focused: 9/10
Digital orientated: 9/10
High information demand
Web savvy

GOAL
Wants to research a product for removing acne

BROWSE PRODUCTS BY CONCERN

HOME

MAIN MENU:
MY SKIN CARE
PRODUCTS
RESULTS
WHY ENVIRON
FOR PROFESSIONALS

SEARCH

ACNE; BREAKOUTS

PRODUCT DETAIL

REVIEWS
Q&A REVIEWS
PRICE
RATING
ADD TO CART
QUICKVIEW
FIND A STORE
HOW TO USE
QUICK TIP

READS PRODUCT REVIEWS AND HOW TO USE

SAVES INFO

FIND A STORE NEARBY TO BOOK AN APPOINTMENT

CUSTOMER SERVICE

LIVE CHAT

READY TO BUY

YES

NO

ADD TO CART

CREATE ACCOUNT

CHECKOUT

WHAT'S RIGHT FOR ME

SKIN ANALYSIS

SKIN ANALYSIS RECOMMENDS PRODUCT

EXIT SITE

Sarah's Broadband Provider Journey

effective UI

Sarah is moving her family of three. She knows she's going to need phone and Internet service. The effective and contextual factors that will affect Sarah's choice in broadband vendors are price, and her existing knowledge of and previous experience with service providers.

Thoughts & Feelings

- We're moving.
- Price has to be right.
- I have little to no knowledge.
- My previous experience wasn't good.
- I'll go online.
- Aspirational
- There's a lot here.
- Overwhelmed
- I'm not even sure what this means.
- I'm not going to be able to do this alone.
- Excited and empowered
- I'll use my buddies' advice.
- I should refine my vendor search.
- It's decision time.
- Anxious
- This process is a nightmare.
- Why do they need so much info?
- How come I have to pay so much up front?
- Frustrated
- When will my service be activated?
- Where's the service guy?
- These installation times are vague.

Emotional Experience

- Goes online and checks out different options
- Consults with influencer
- "I can't afford what I'm finding here."
- Go back
- Calls to order service
- "I've been on hold for too long. I'm hanging up."
- Ends phone call
- Go back

Legend:
- Emotion throughout journey
- Emotion toward vendor

Phases of the Journey

Inquiry

Description

The Inquiry phase features the reasons people are shopping around for new service. These are usually related to moving and relocation, an upgrade to existing service or hunting down new deals. Moving is the biggest reason.

Recommendations

Design homepages with separate, targeted call-out areas lying above the fold, tailored for residential and tech-savvy customers. Internal product areas should include basic plain-English product descriptions and large price points with a clear call to action. Bullet points should include keywords that summarize options and features typically found in product datasheets.

Comparison

Description

The potential customer comes into the Comparison phase usually armed with the right info and tech jargon and is looking for the lowest cost. Customers tend to be brand agnostic. If they can't find the right price or the right services, they may leave and go back to Inquiry.

Recommendations

Use IP location services to geo-locate customers — removing the current service address roadblock. This allows users to configure services before adding them to the cart and reflects bundled price discounts in a clear and obvious manner.

Purchase

Description

The Purchase phase involves the provider requiring quite a bit of personal info. The order flow tends to be complex, and the process can be all over the map. There is a sense of delayed gratification — waiting on service installation and activation.

Recommendations

Reduce the amount of information required by streamlining and improving any areas that contain form fields, using industry best practices. Work on setting expectations for the Installation phase with phone customer service reps to improve the overall experience with your brand.
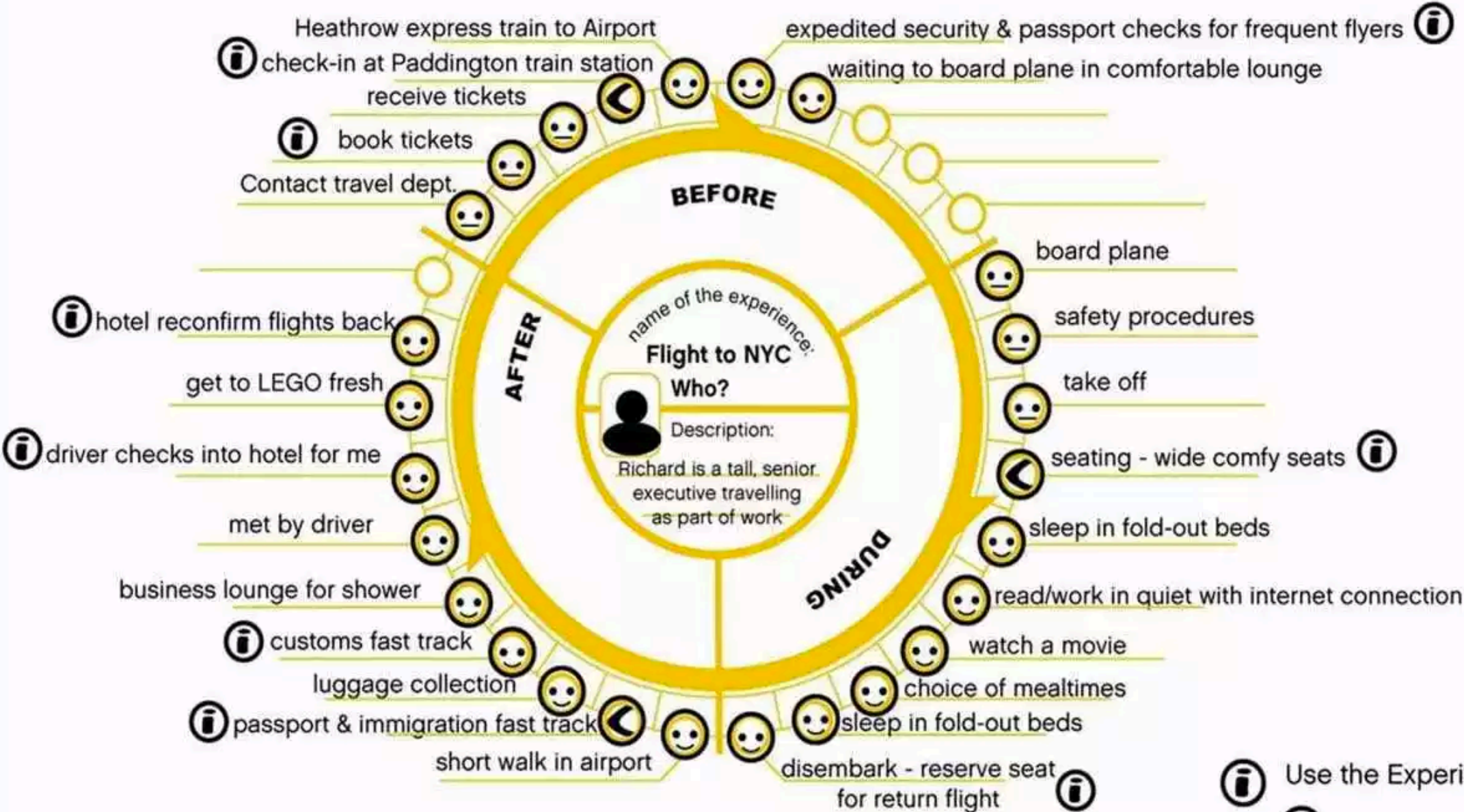
Installation

Description

The Installation phase is the handoff from customer service to the installer. There are usually scheduling conflicts among all parties involved. This phase can be somewhat painful for the customer in dealing with the installer.
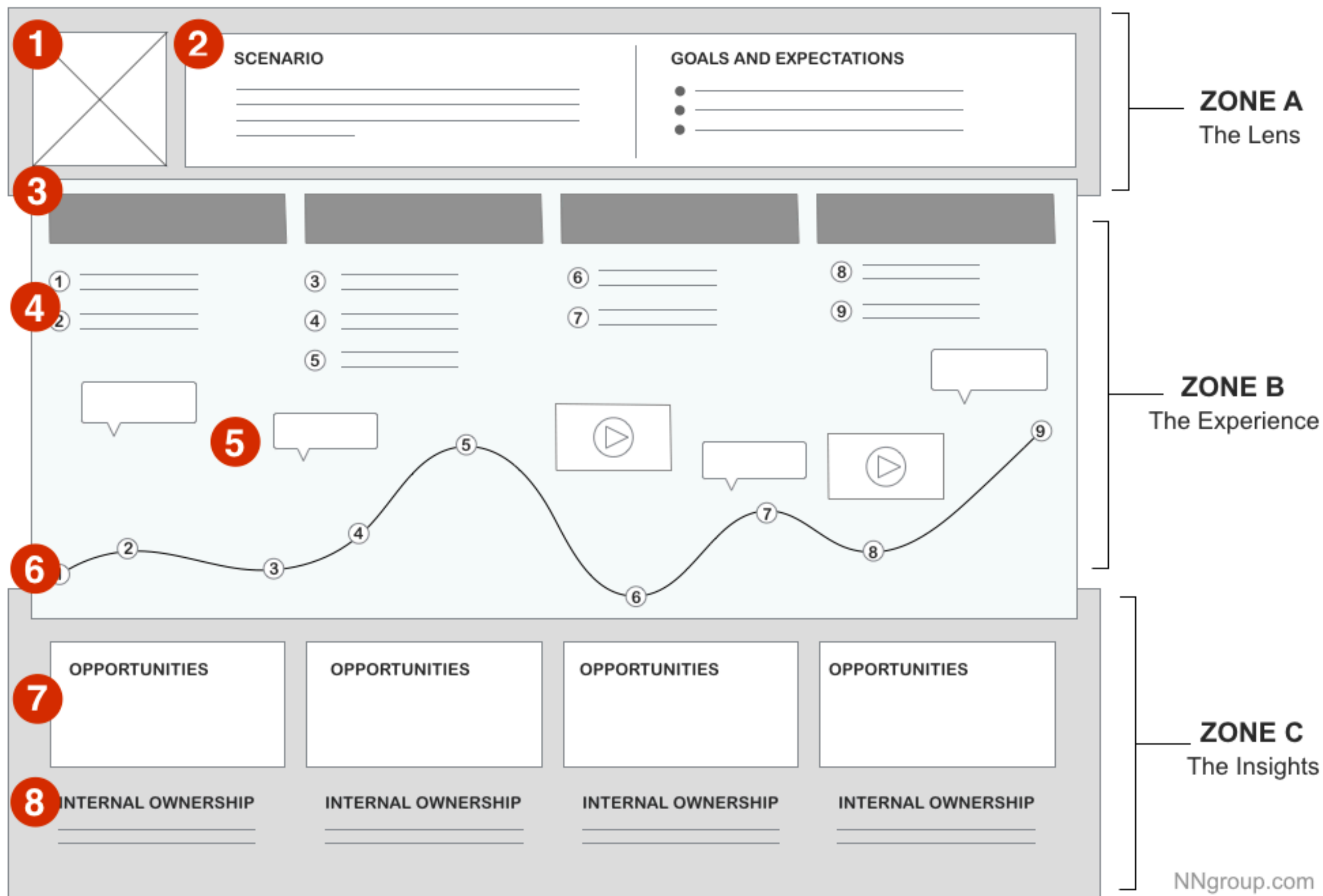
Recommendations

Many factors converge to make this phase of the customer journey unpleasant. Providing accurate arrival times, courteous technicians and clear instruction materials during Installation can help alleviate the negative experience in this phase. Also, consider having leave-behind customer comment cards so customers feel empowered to give feedback into the process.

Designing the Experience - Example WOW

LEGO

name of the experience:
Flight to NYC
Who?
Description:
Richard is a tall, senior executive travelling as part of work

BEFORE
DURING
AFTER

Heathrow express train to Airport
check-in at Paddington train station
receive tickets
book tickets
Contact travel dept.

expedited security & passport checks for frequent flyers
waiting to board plane in comfortable lounge
board plane
safety procedures
take off
seating - wide comfy seats
sleep in fold-out beds
read/work in quiet with internet connection
watch a movie
choice of mealtimes
sleep in fold-out beds
disembark - reserve seat for return flight

hotel reconfirm flights back
get to LEGO fresh
driver checks into hotel for me
met by driver
business lounge for shower
customs fast track
luggage collection
passport & immigration fast track
short walk in airport

Use the Experience Icons:

- :) How can this be a positive experience?
- ◖ Make or break moment - what can we do to make sure consumers come back time and time again
- (i) Where do we need data to help deliver the experience?

ZONE A
The Lens

ZONE B
The Experience

ZONE C
The Insights

SCENARIO

GOALS AND EXPECTATIONS

OPPORTUNITIES

INTERNAL OWNERSHIP

https://www.nngroup.com/articles/customer-journey-mapping/

Vantagens de utilizar uma User Journey Map

➤ Demonstram a visão do projecto

➤ Ajudam a compreender o comportamento dos utilizadores

➤ Servem para identificar funcionalidades

➤ Ajudam a definir taxonomias e interfaces

Como fazer?

➤ Começar a desenhar a partir das Personas.

➤ Foquem-se nos seguintes aspectos:

  ➤ **Contexto**: O que é se passa com o vosso Persona quando decide interagir com a App.

  ➤ **Motivação**: Porque é que o utilizador vai interagir com a App? O que é que ele está à espera de conseguir/obter? Porque é que o utilizador não vai utilizar uma app da concorrência?

  ➤ **Modelos mentais**: Qual é a representação mental que o utilizador faz do problema? Quais os conceitos e conexões naturais que ele faz naturalmente e quais os que exigem aprendizagem.

  ➤ **Pontos stress**: Quais os desafios que enfrenta o utilizador? Está a App a ajudar ou a criar obstáculos?