

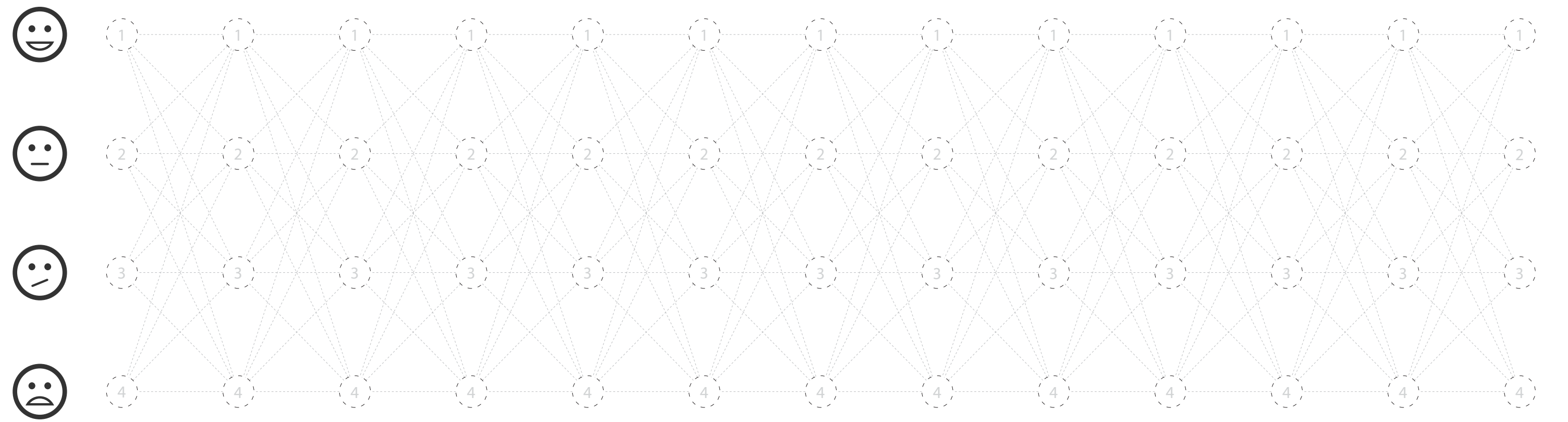
User Journey Map

Emotion Analysis

USER GOAL

PERSONA

	1	2	3	4	5	6	7	8	9	10	11	12	13
Step detail													
Emotion													



A guide to mapping by Emotion

The Emotional Analysis map is designed to act as an aid when mapping out the emotions your users experience while using your product or service.

The aim is to identify the points at which users experience both negative emotions (frustration, anger, disappointment), as well as positive emotions (delight, surprise, joy).

In doing so, not only will you gain empathy with your users, but you'll be able to identify opportunities for improving the experience; identifying areas in which to concentrate improvements to your product or service.

1. User goal and persona

Start by describing the user goal (i.e. what the user should expect to achieve by the end of the journey), along with some characteristics of the person trying to complete this task.

2. Steps

The User Journey map provides 13 blank stages (left to right) in which to list the series of steps taken. A typical journey can be described in 4 - 12 steps, but you can print out and use multiple templates for a single journey if you need to.

3. Summarise the step

Describe the step in a bit more detail, perhaps providing some more context; is the user new to your product? What are the environmental conditions like around the user as they use your product?

4. Map the emotion

Describe the user's emotion at this stage in one-word. If it helps, a Google of "list of user's emotions" will return just that as the first result.

On the emotion scale, fill the circle that best represents that emotion on the positive (top) to negative (bottom) scale.

5. Rate the experience

The emotion for each step has a value associated with it (the value of a step type is shown in the corresponding circle on the template). Total up the weighting of each step, and enter it into the emotional experience rating circle.

USER GOAL

Getting the train to London

PERSONA

Occasional business traveller

1

2

3

4

Arrives at station

Locates machine

Purchase ticket

Locate platform

Step detail

It's the first time in a few months that James has used this station and it's raining

The machine is next to the ticket office, but isn't always working, James hopes it is but looks

There's a bit of queue for the machine, and there's only a few minutes until the

A quick scan of the platform signage reminds James that it's Platform 2 for



EMOTIONAL EXPERIENCE RATING

10