

JOURNEY UX JOURNAL

HELLO
MY NAME IS

WRITTEN BY
HCI GROUP



Hello

This is my UX Diary

Tell me about your personality and ability

UX Activities Checklist

Discover

- Field studies
- User Interviews
- Stakeholder Interviews
- Competitive Testing

Explore

- Competitive Analysis
- State Hypotheses
- Identify Behavioral Variables
- Map Interview Subjects to Behavioral Variables
- Identify Significant Behaviour Patterns
- Synthesize Characteristics and Relevant Goals
- Check for Redundancy and Completeness
- Expand the Description of Attributes and Behaviour
- Design Persona Types
- Journey Mapping
- User Stories
- Card Sorting

Test

- Quantitative & Qualitative Usability Testing

UX Activities Checklist

A/B Testing

Objective Verification

Variable Verification



My Goals

monday:

tuesday:

wednesday:

thursday:

friday:

saturday:

sunday:

notes:

My Goals

monday:

tuesday:

wednesday:

thursday:

friday:

saturday:

sunday:

notes:

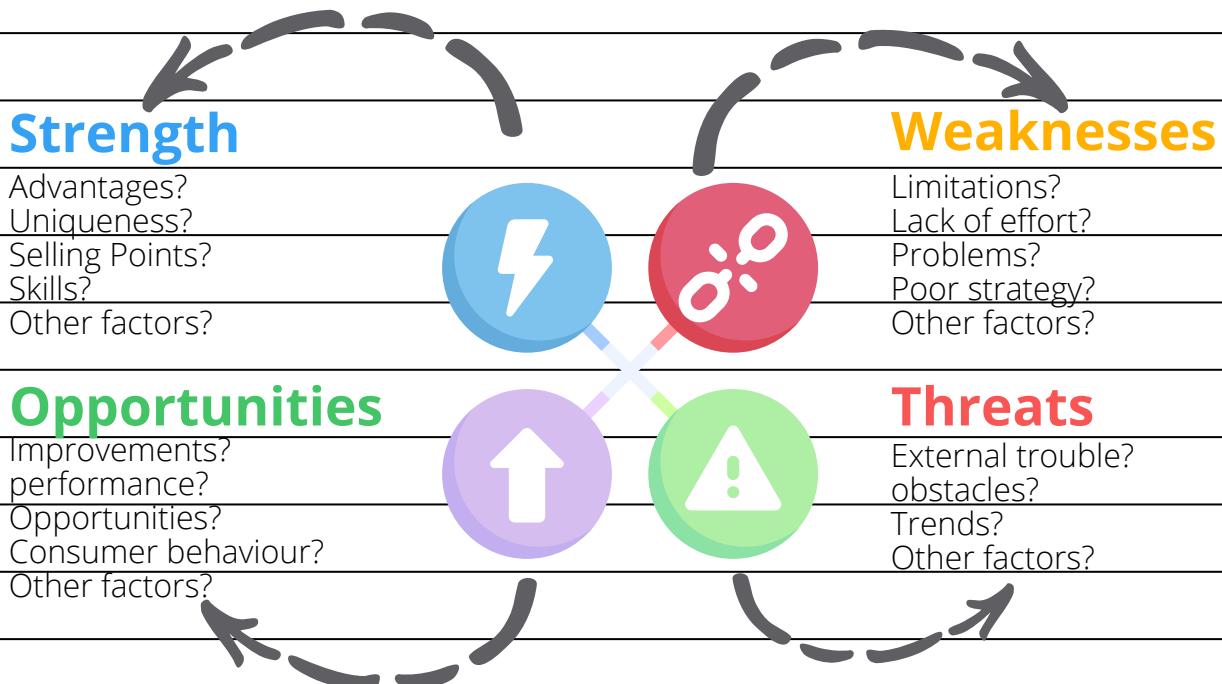


Discover

Field studies...

DATE

Field studies



Field studies

“

Creativity is
intelligence
having fun

Albert Einstein

5 minute prepare questions

Selected Questions...

DATE

Findings

MENTION YOUR FINDINGS

Meet stakeholder

OBJECTIVE AND EXPECTED RESULTS

5 MINUTES QUESTIONS

Findings

MENTION YOUR FINDINGS

Competitor

DIRECT COMPETITION

INDIRECT COMPETITION

USER REVIEWS

Competitor

DIRECT COMPETITION

INDIRECT COMPETITION

USER REVIEWS



Explore

“

If a User is
having a
problem, it's
our problem.

Steve Jobs

Hypotheses

HYPOTHESES

PERSONAS

EXPLANATION

Hypotheses Explanation..

DATE

Identify Behavioral Variables

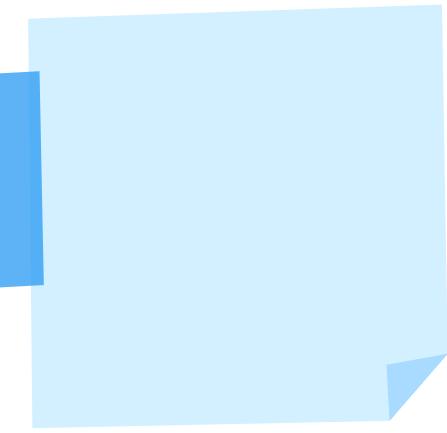
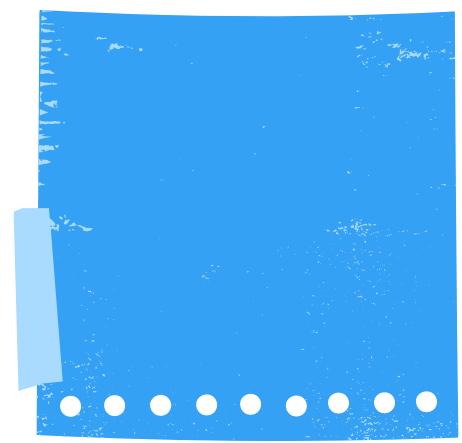
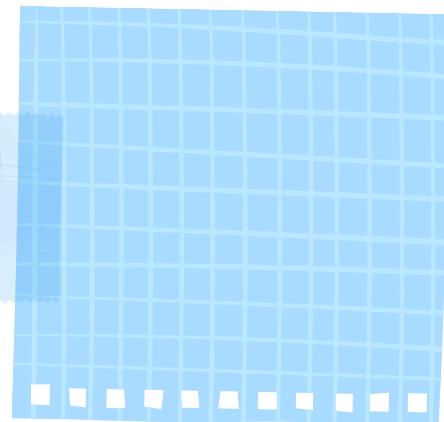
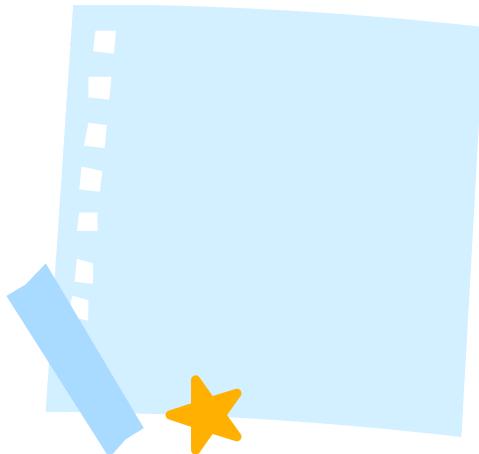
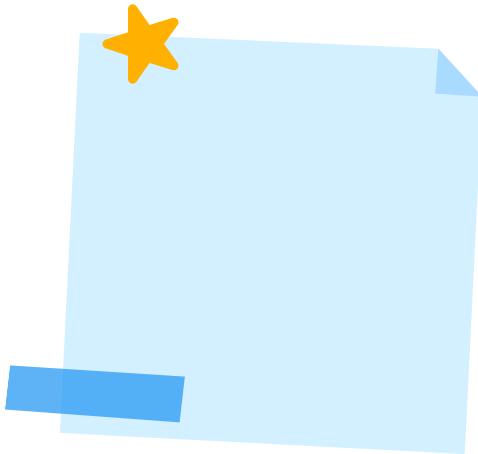
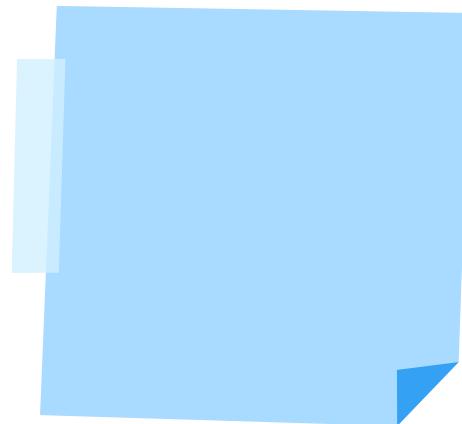
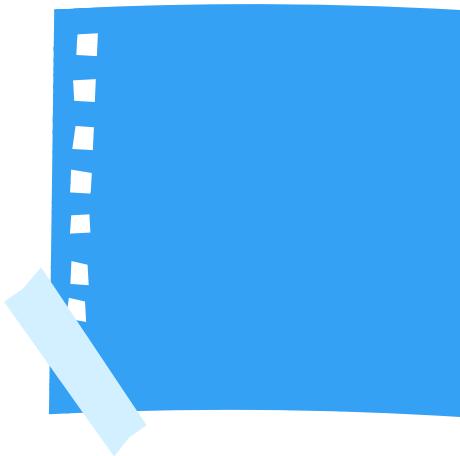
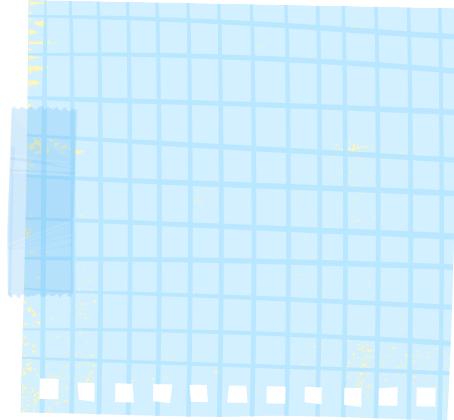
OBSERVED BEHAVIORAL VARIABLE

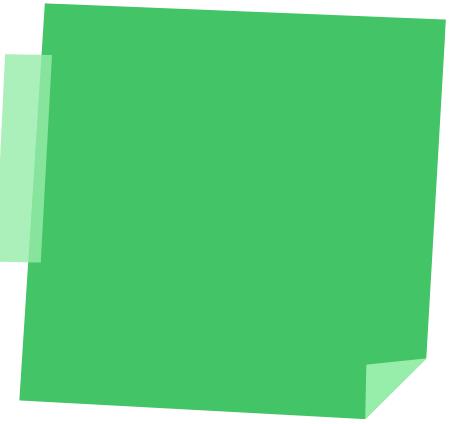
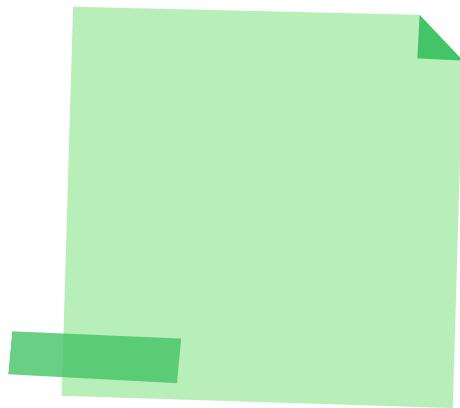
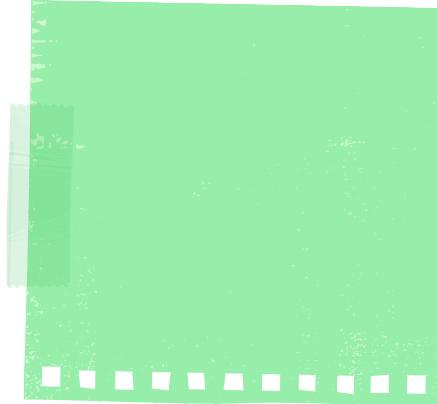
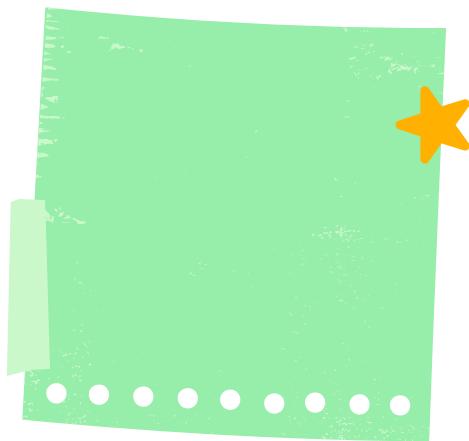
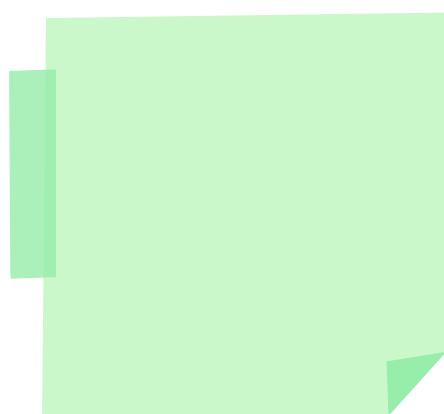
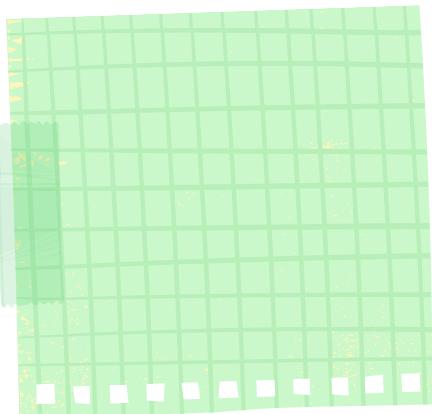
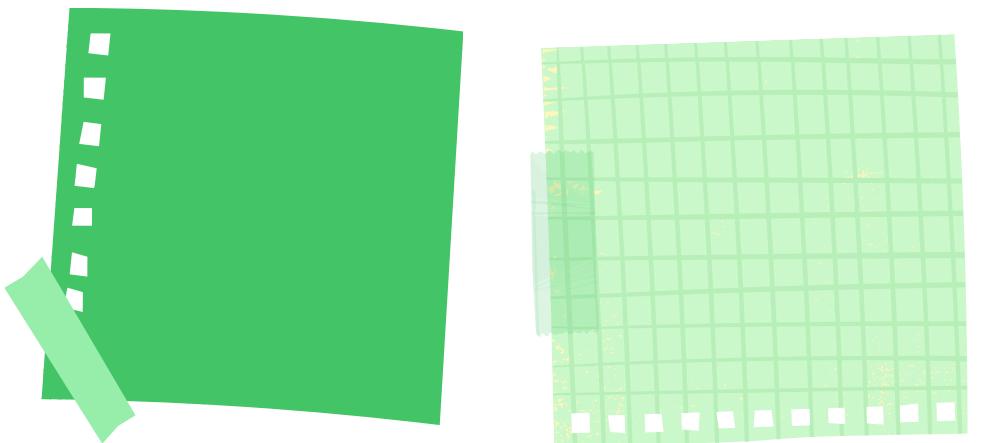
SCALE

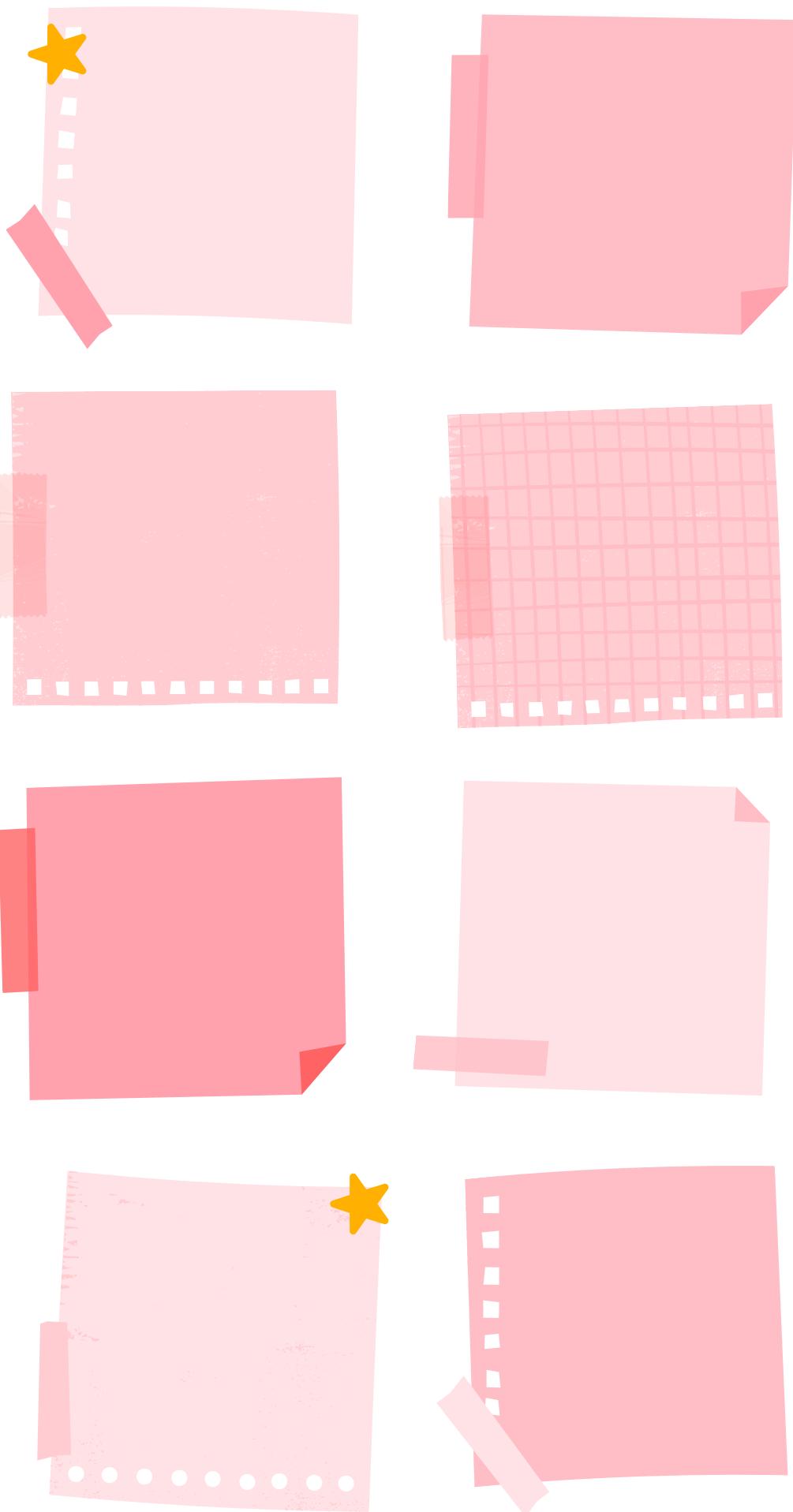
Variable Explanation..

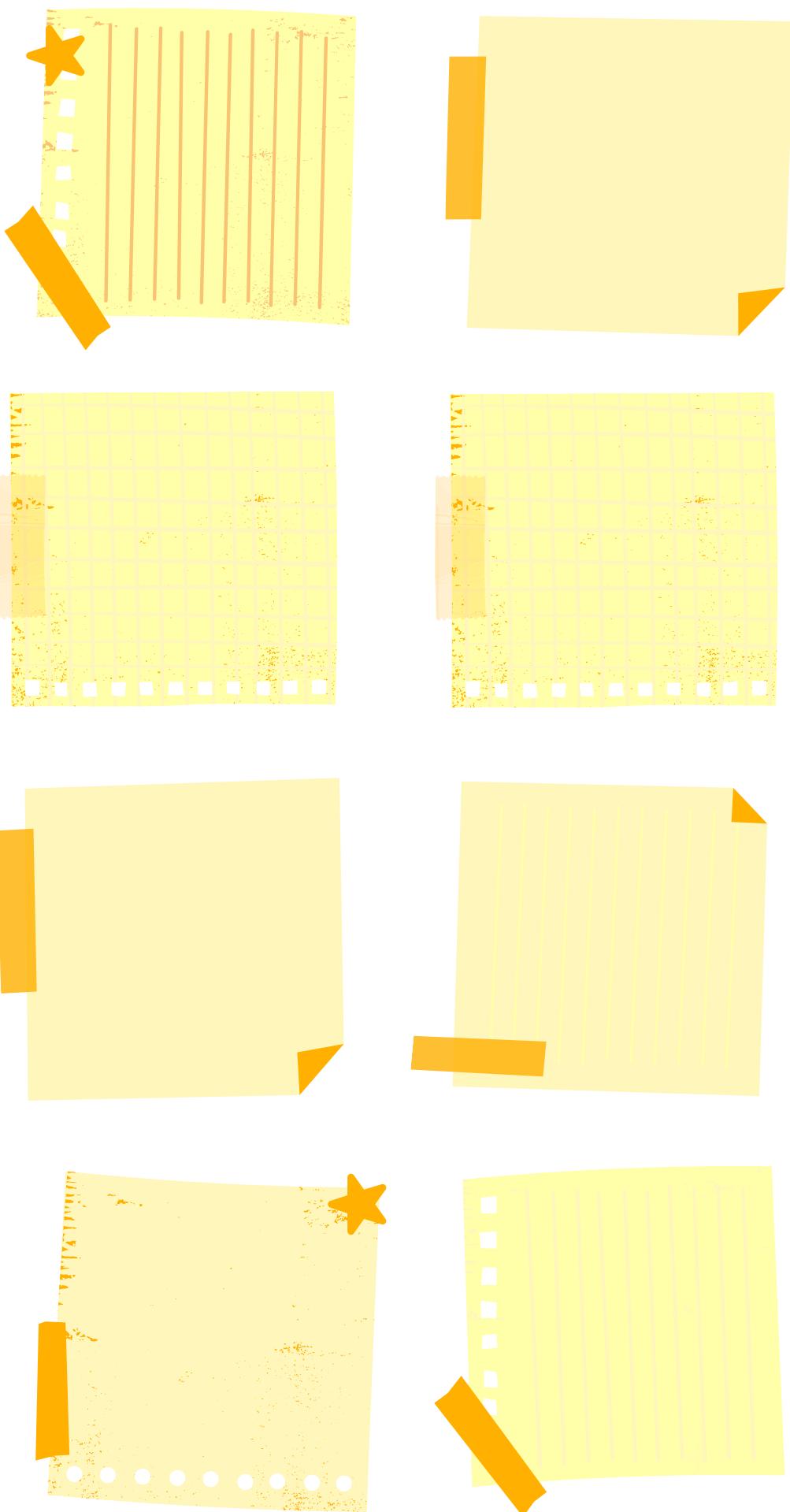
DATE

Share your idea, write in this notes









MAP INTERVIEW

USER FEELING



Scale 1:



Scale 2:



Scale 3:



Scale 4:



Scale 5:

Variable ... :



Scale 1:

Scale 2:

Scale 3:

Scale 4:

Scale 5:

Variable ... :



Scale 1:

Scale 2:

Scale 3:

Scale 4:

Scale 5:

Variable ... :



MAP INTERVIEW

USER FEELING



Scale 1:



Scale 2:



Scale 3:



Scale 4:



Scale 5:

Variable ... :



Scale 1:

Scale 2:

Scale 3:

Scale 4:

Scale 5:

Variable ... :



Scale 1:

Scale 2:

Scale 3:

Scale 4:

Scale 5:

Variable ... :



MAP INTERVIEW

USER FEELING



Scale 1:



Scale 2:



Scale 3:



Scale 4:



Scale 5:

Variable ... :



Scale 1:

Scale 2:

Scale 3:

Scale 4:

Scale 5:

Variable ... :



Scale 1:

Scale 2:

Scale 3:

Scale 4:

Scale 5:

Variable ... :



MAP INTERVIEW

USER FEELING



Scale 1:



Scale 2:



Scale 3:



Scale 4:



Scale 5:

Variable ... :



Scale 1:

Scale 2:

Scale 3:

Scale 4:

Scale 5:

Variable ... :



Scale 1:

Scale 2:

Scale 3:

Scale 4:

Scale 5:

Variable ... :



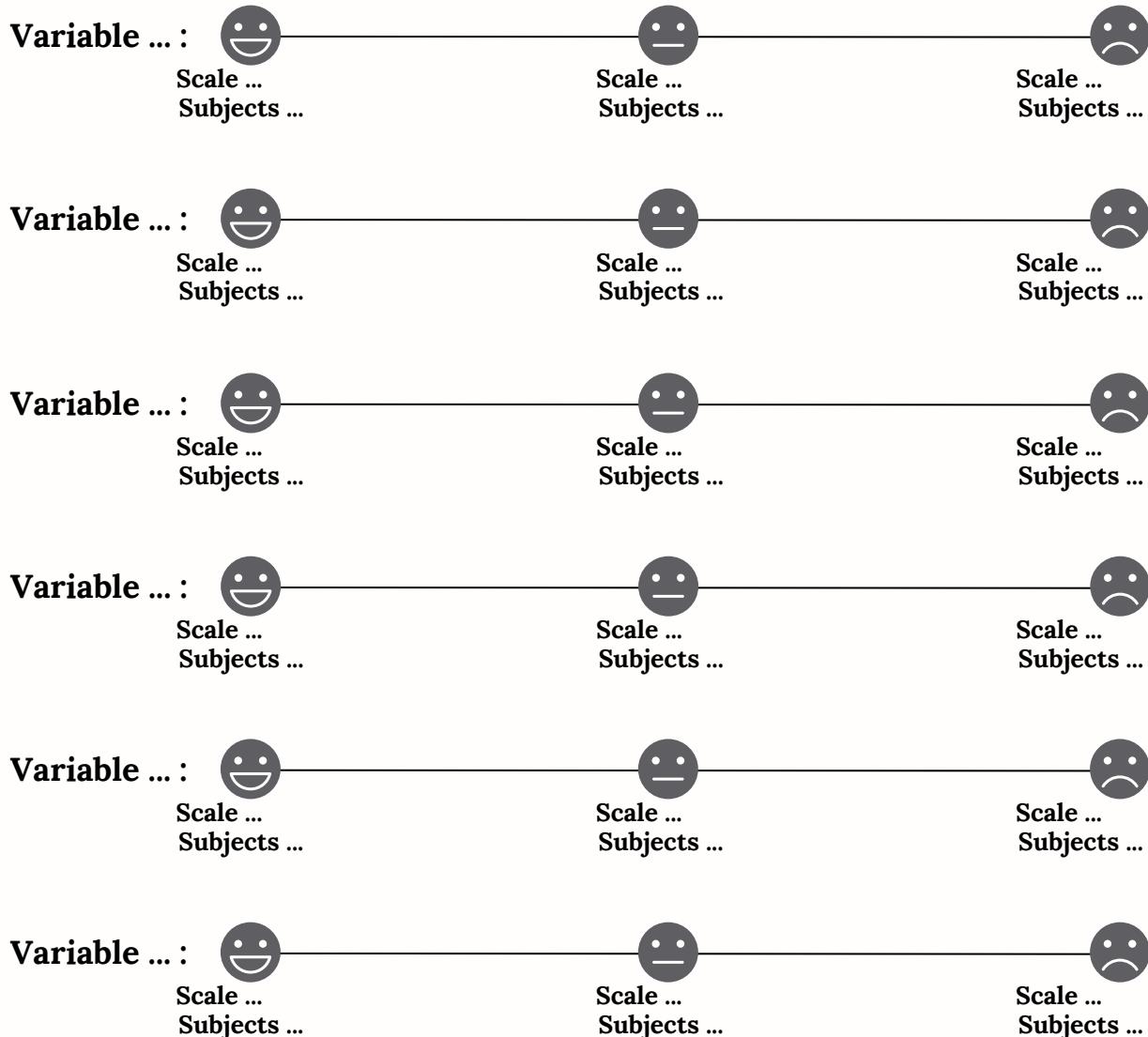
Significant Behaviour Patterns

Pattern Explanation..

DATE

SYNTHESIZE CHARACTERISTICS AND RELEVANT GOALS

PATTERN



Synthesize Explanation..

DATE

“

Want your users to fall in love with your designs? Fall in love with your users.

Dana Chisnell

Check for Redundancy and Completeness

To do this validation

- a number of questions have to be answered, such as are all the created personas significantly different
 - Do all the created personas represent the diversity of real-world behaviors and needs that the system will address
 - If two personas appear to differ only as to sociodemographic data
 - Either one of the redundant personas can be eliminated or the characteristics of personas should be further specified to show up the distinctions
 - At least one significant behavior should distinguish one persona from any other

Verification with other user

Verification

DATE

Check for Redundancy and Completeness

DATE _____

Is there anything missing from the personas mappings, characteristics and objectives that needs to be added?

If so, please specify:

To satisfy stakeholder assumptions or requests, does any other persona need to be added?

If so, please specify which persona should be added:

Are there any two personas that differ only as to socio-demographic variables?

If so, please specify what decision is to be taken:

- a. Remove one of the personas. If so, specify which one:
-
- b. Examine characteristics more thoroughly and differentiate personas.:
-

Are all created personas significantly different?

If so, please state, which personas are alike:

As a whole are the created personas representative enough of the diversity of real-world behaviour and needs?

Conclusion

DATE

Expand Description and Variable

TODAY I AM FEELING...

TODAY I AM GOING TO...

TODAY I AM LOOKING FORWARD TO...

MY AFFIRMATION TODAY

Expand Description and Variable

TODAY I HAVE...

I AM GREATFUL FOR...

I GO TO BED FEELING...

TOMORROW I WISH TO...

Persona

DATE _____

Persona name: _____

Age: _____

User quote: _____

Lifestyle: _____

Skill & Knowledge: _____

- Internet Smartphones
 Website Social media

Others: _____

Roles & tasks: _____

Profession: _____

Personality traits/ behaviour: _____

Motivation: _____

Segment: _____

Sketch persona:

Persona

DATE _____

Persona name: _____

Age: _____

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Segment: _____

Sketch persona:

“

To create a
memorable design,
you need to start
with a thought
that's worth
remembering.

Thomas Manss

Customer Journey Mapping



Persona 1
[Insert persona's name here]

1
Decide on a target customer persona and the scope of the journey to be explored today. Give them a visual representation, name and description.

2
Use sticky notes to build a back story, including the customer's reasons for taking this particular journey.

Ideally, 1 persona = 1 journey map. Duplicate these pages to repeat the exercise for another persona.

3

Key Attribute

Short Description

Add your thought here

○ ○ ○

Needs

Add your thought here

○ ○ ○

Challenges

Add your thought here

○ ○ ○

Opportunities

Add your thought here

○ ○ ○



Persona 1

- 4** Describe the persona's journey in the first 3 rows, using one sticky note per action. 'User actions' pertain to activities; 'touchpoints' are interaction points like a website or email; and 'pain points' refer to frustrations, errors and bottlenecks.

- 5** In the "emotions" row, move the dots up or down the colored spectrum to visually show how the persona's emotional experience rises and falls throughout the journey. Positive peaks = delight, while sudden drops = frustration.
- 6** In the final row, brainstorm possible solutions or areas of opportunity to improve the persona's experience.

Possible Solutions	Solutions	Emotions	Pain points	Touchpoints	User Actions	Awareness	Consideration	Purchase	Onboarding	Advocacy
		D e l i g h t e d							F r u s t r a t e d	

Customer Journey Mapping



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Customer Journey Mapping

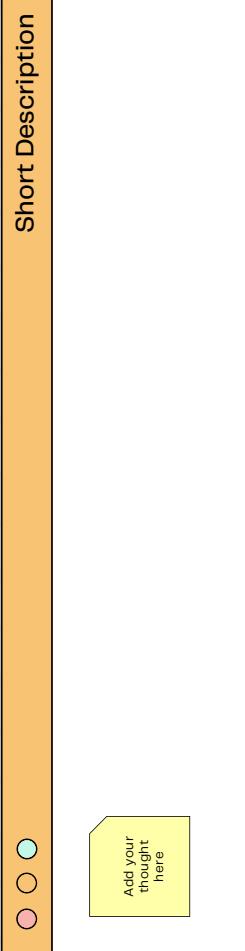


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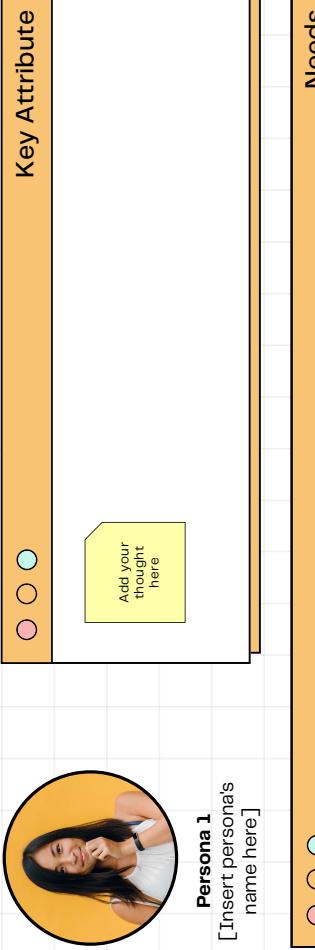
1

Key Attribute



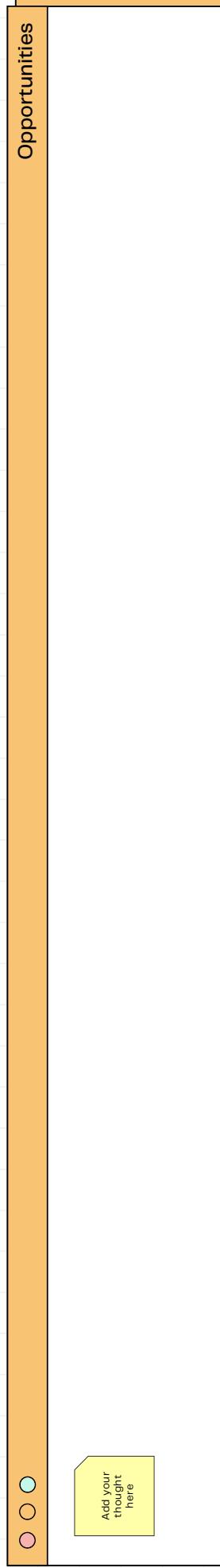
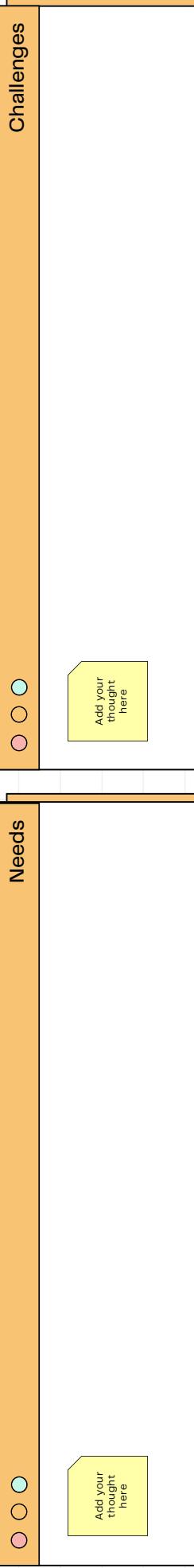
Use sticky notes to build a back story, including the customer's reasons for taking this particular journey.

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Persona 1

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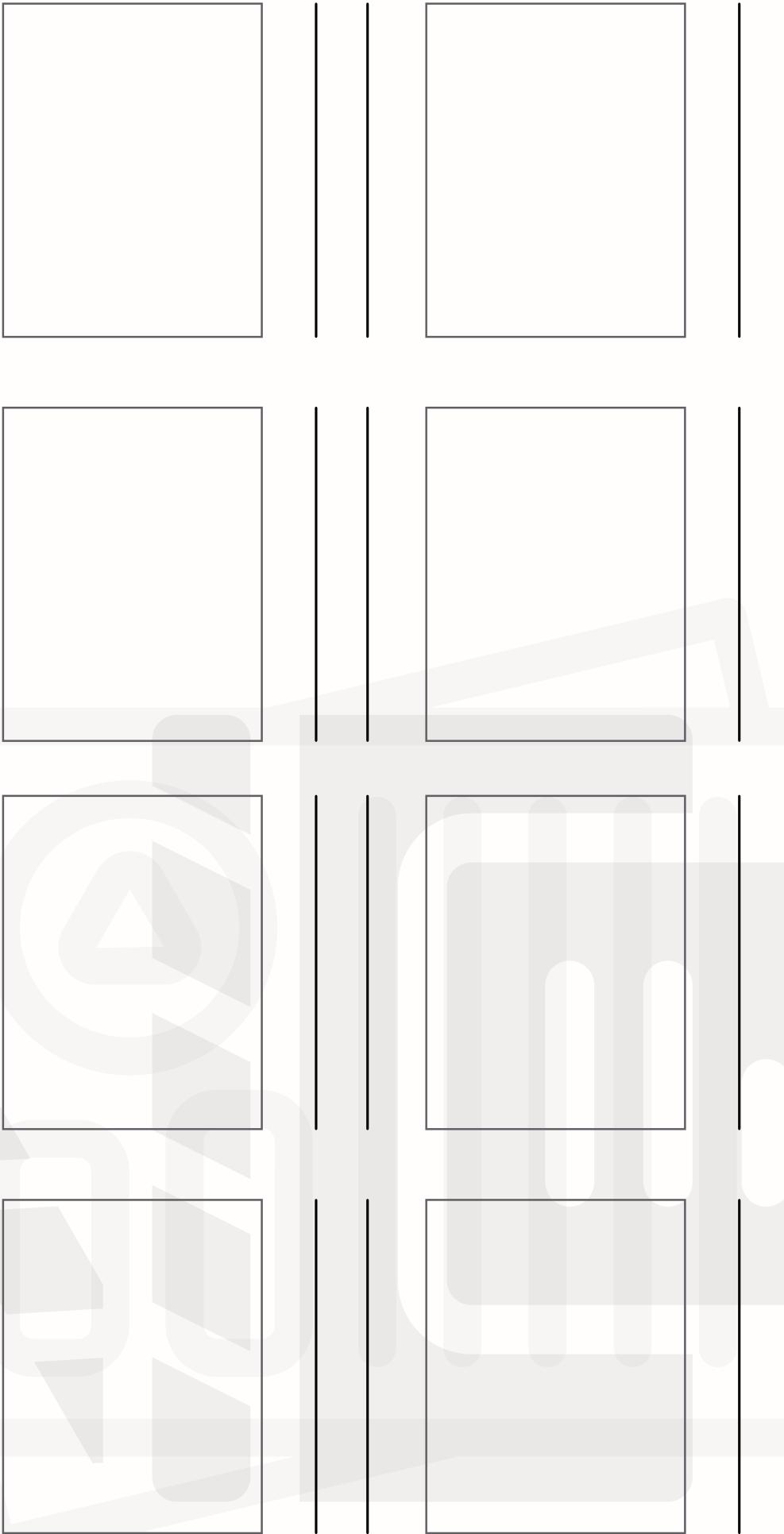
Possible Solutions	Solutions	Emotions	Pain points	Touchpoints	User Actions	Awareness	Consideration	Purchase	Onboarding	Advocacy
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“

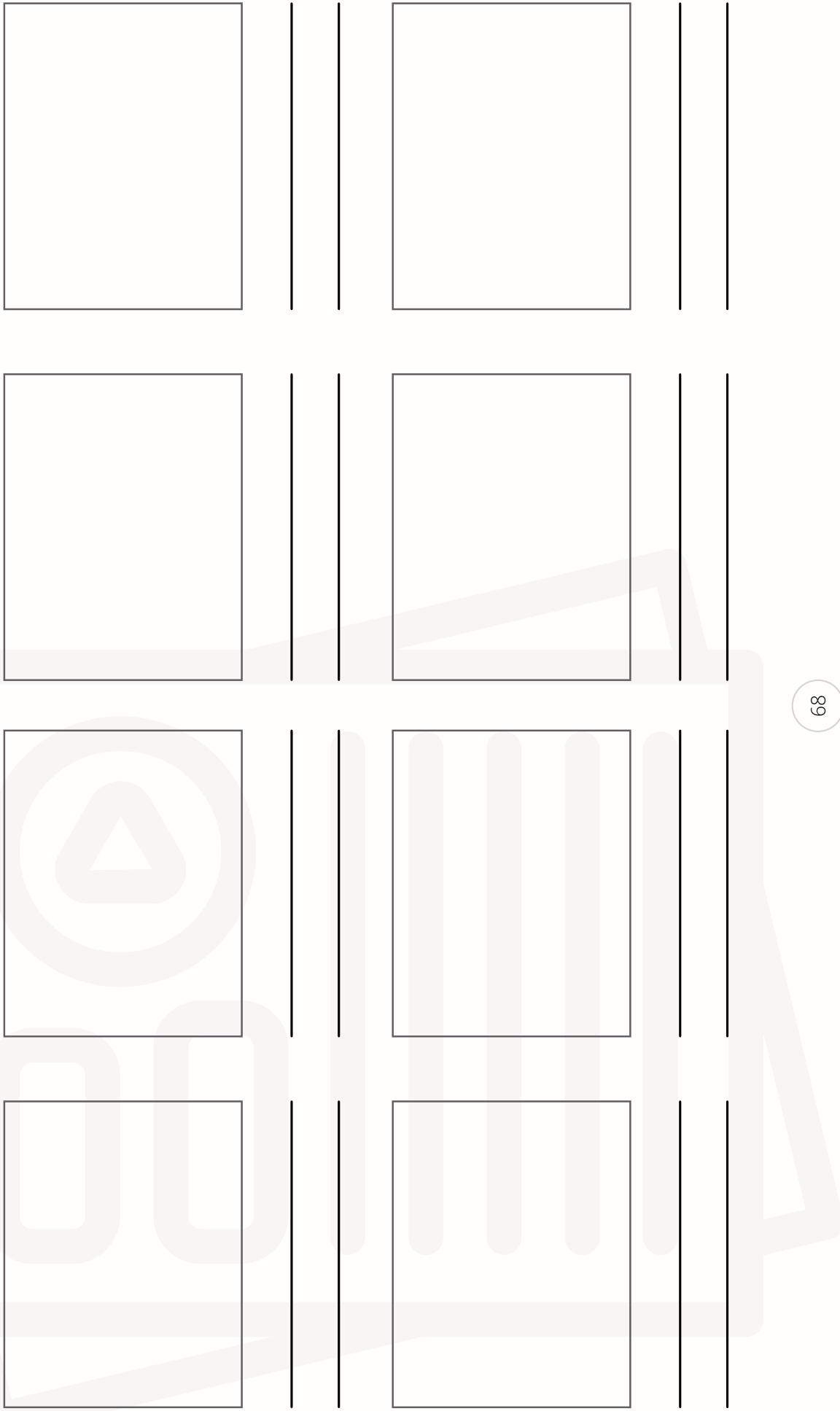
Usability rules the Web. Simply stated, if the customer can't find a product, then he or she will not buy it.

Jakob Nielsen

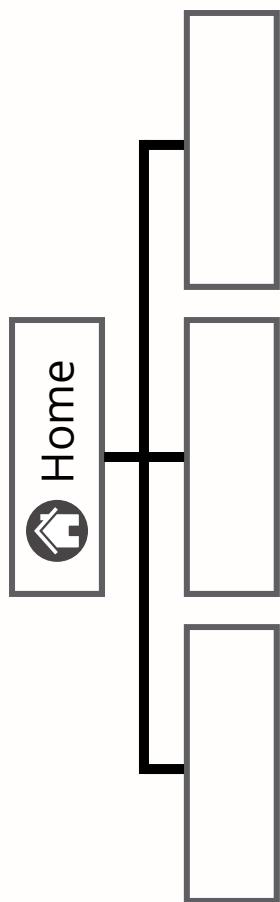
User Scenarios



User Scenarios

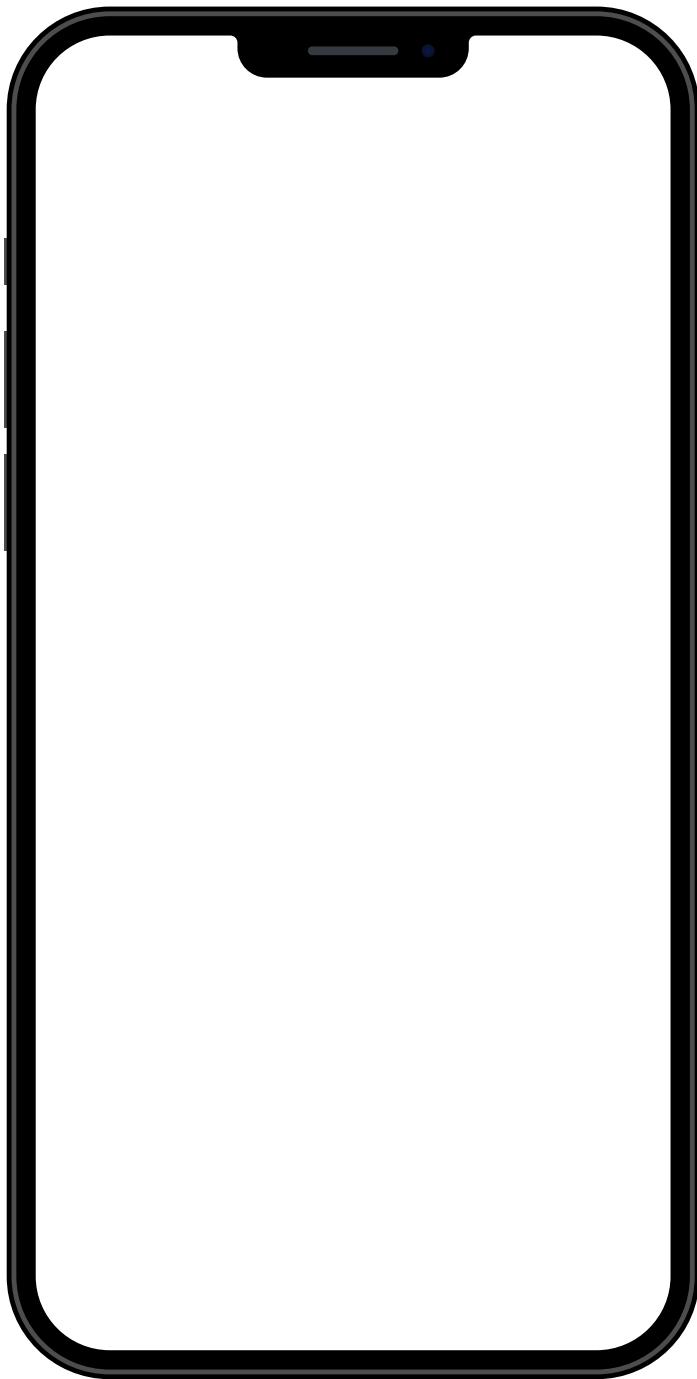


Sitemaps



Gitarrentechnik

Wireframing

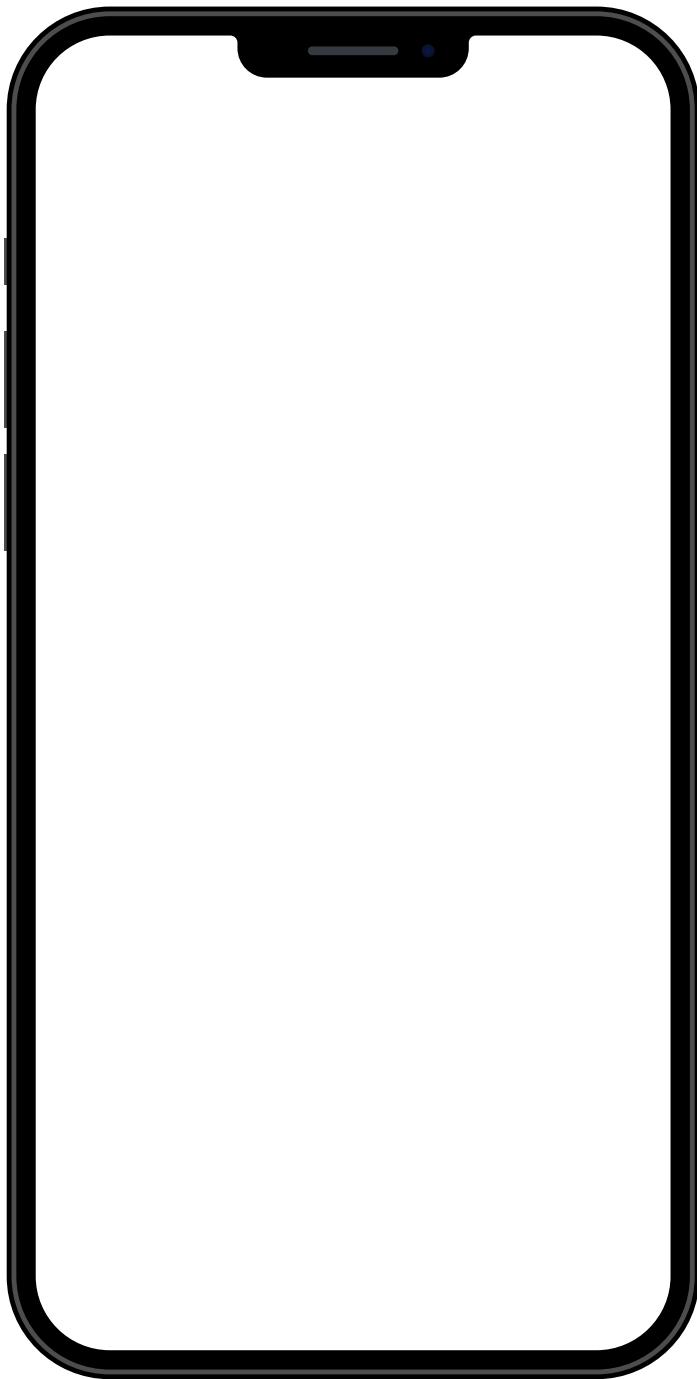


Screen name:

Component:

Heuristic violated:

Wireframing

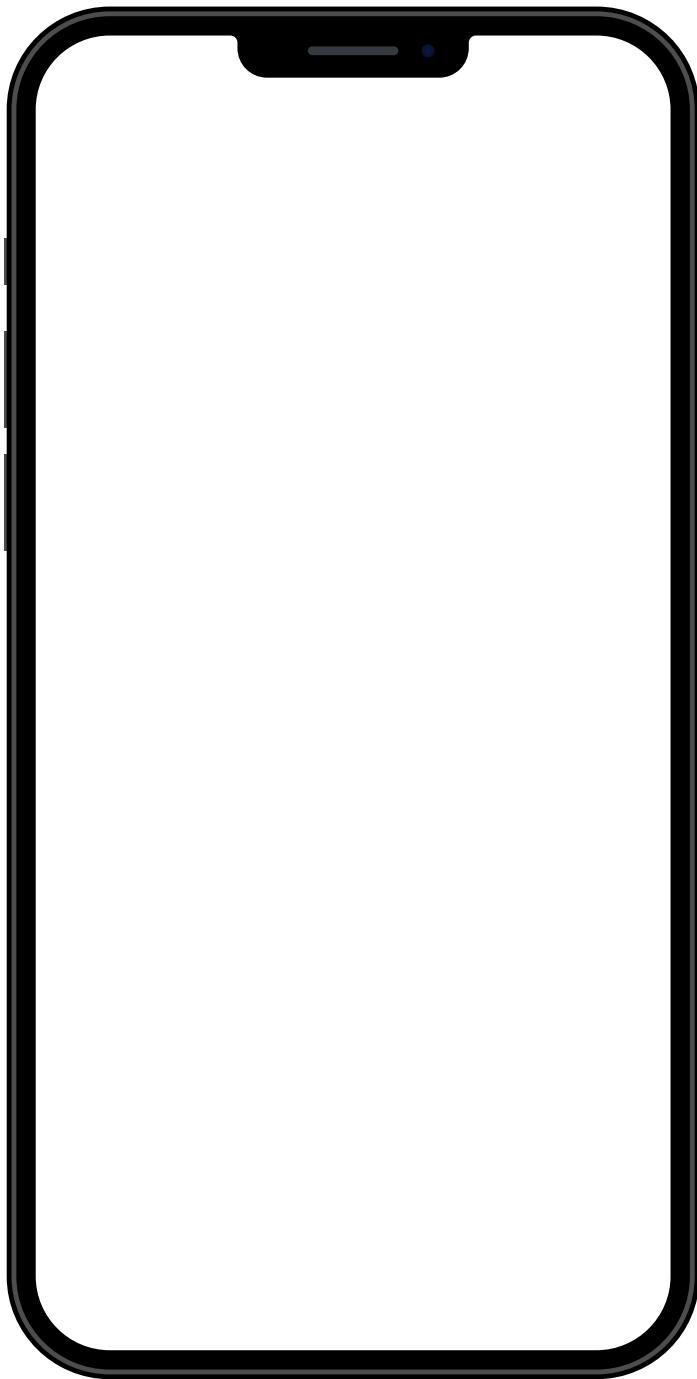


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Wireframing

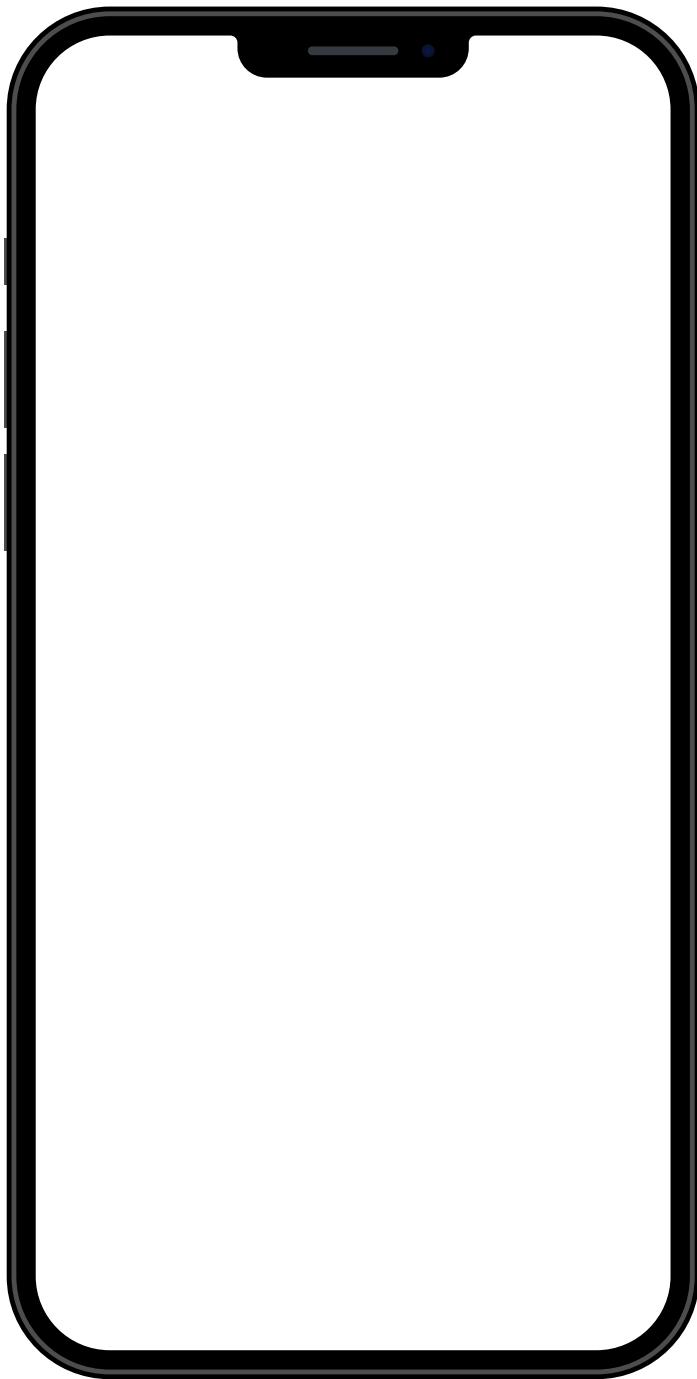


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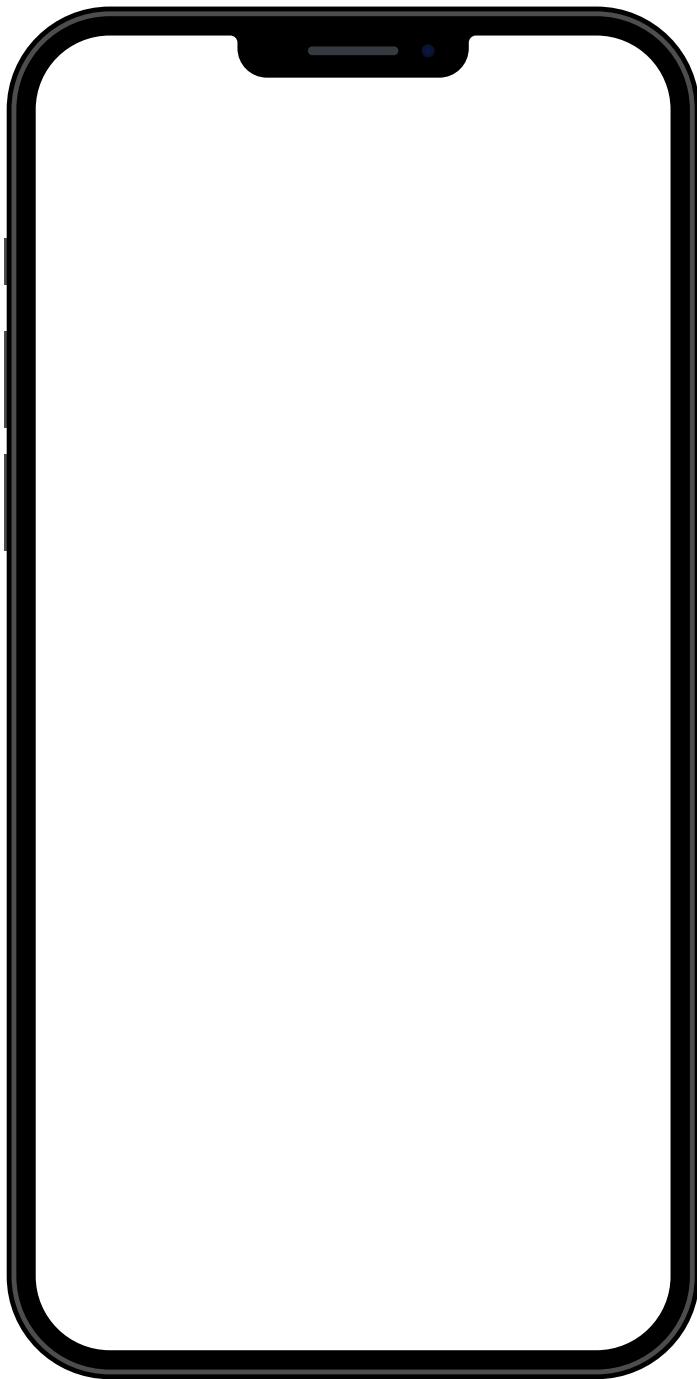


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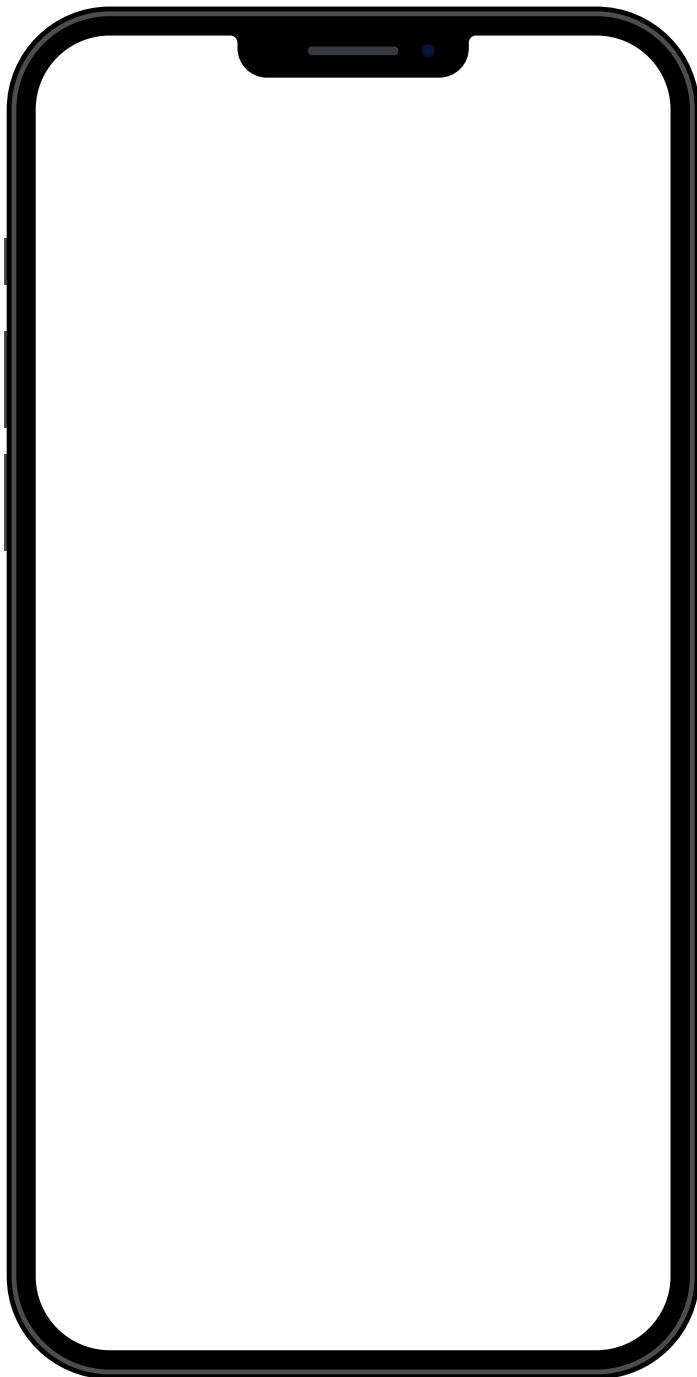


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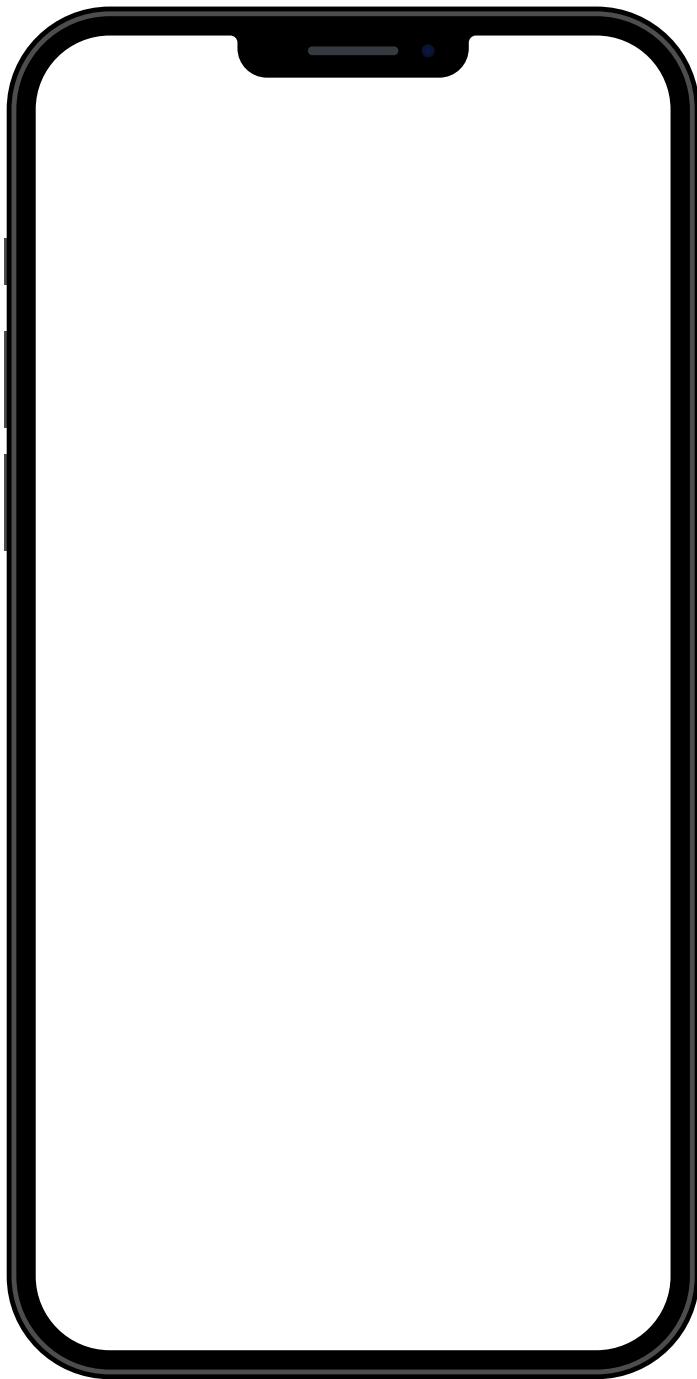


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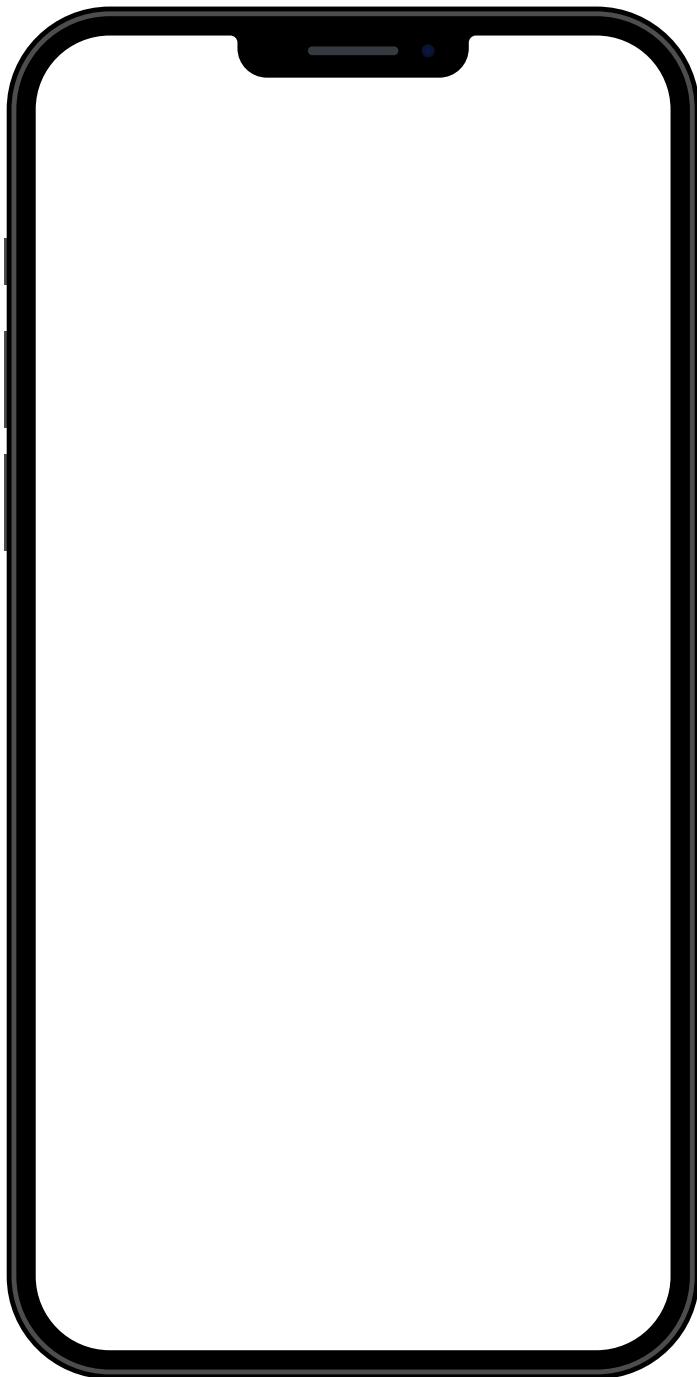


Screen name:

Component:

Heuristic violated:

Wireframing



Screen name:

Component:

Heuristic violated:

Wireframing

Wireframing

Wireframing

Wireframing

Wireframing



Qual & Quant

QUALITATIVE RESEARCH

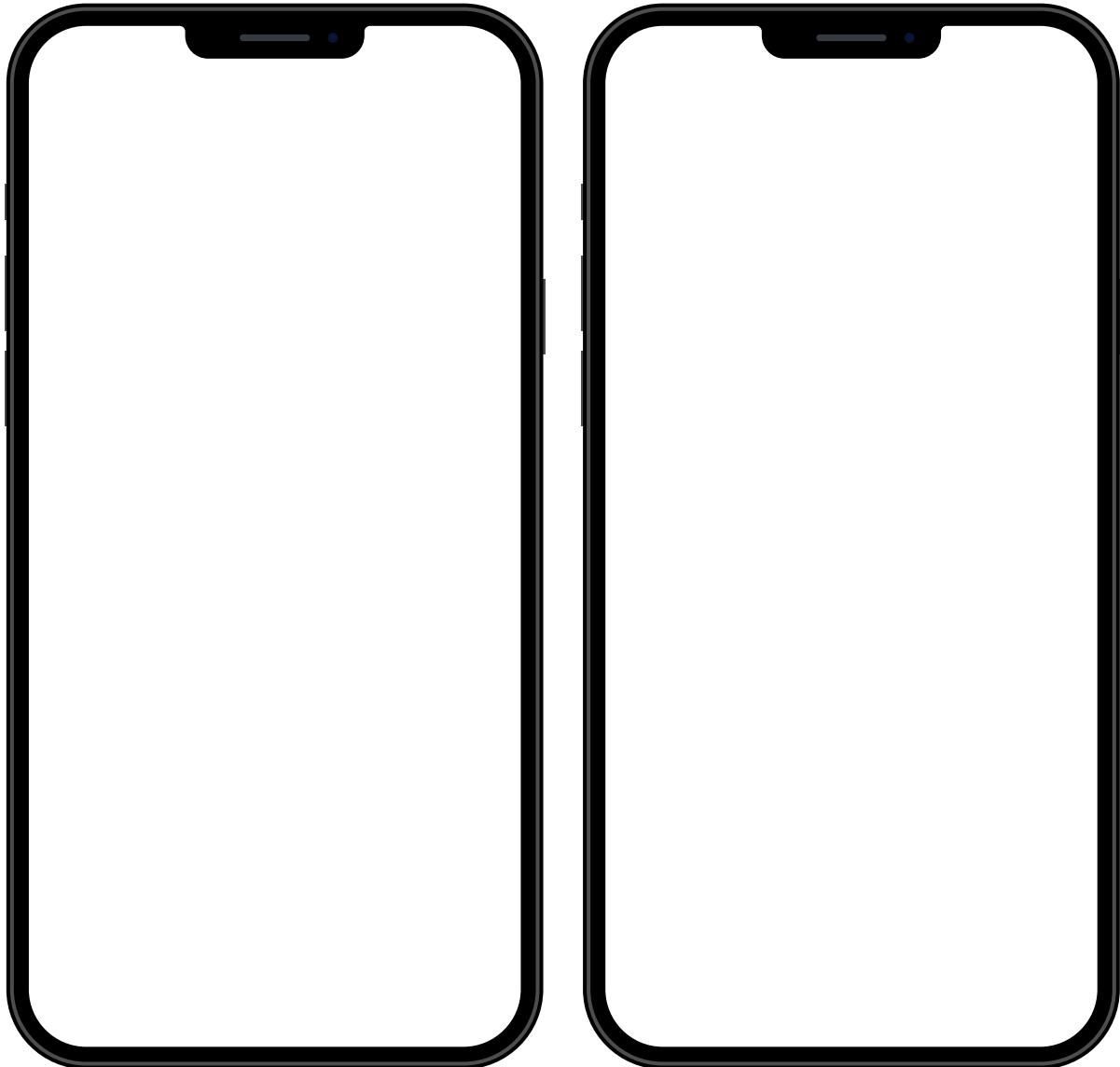
- Focus on "why"
 - inform design decisions
 - identify usability issues and find solutions
 - Findings based on the researcher's impressions, interpretations, and prior knowledge
-
-

QUANTITATIVE RESEARCH

- Focus on "how many" & "how much"
 - evaluate the usability of an existing site
 - track usability over time
 - compare site with competitors
-
-

USER REVIEWS

AB Testing



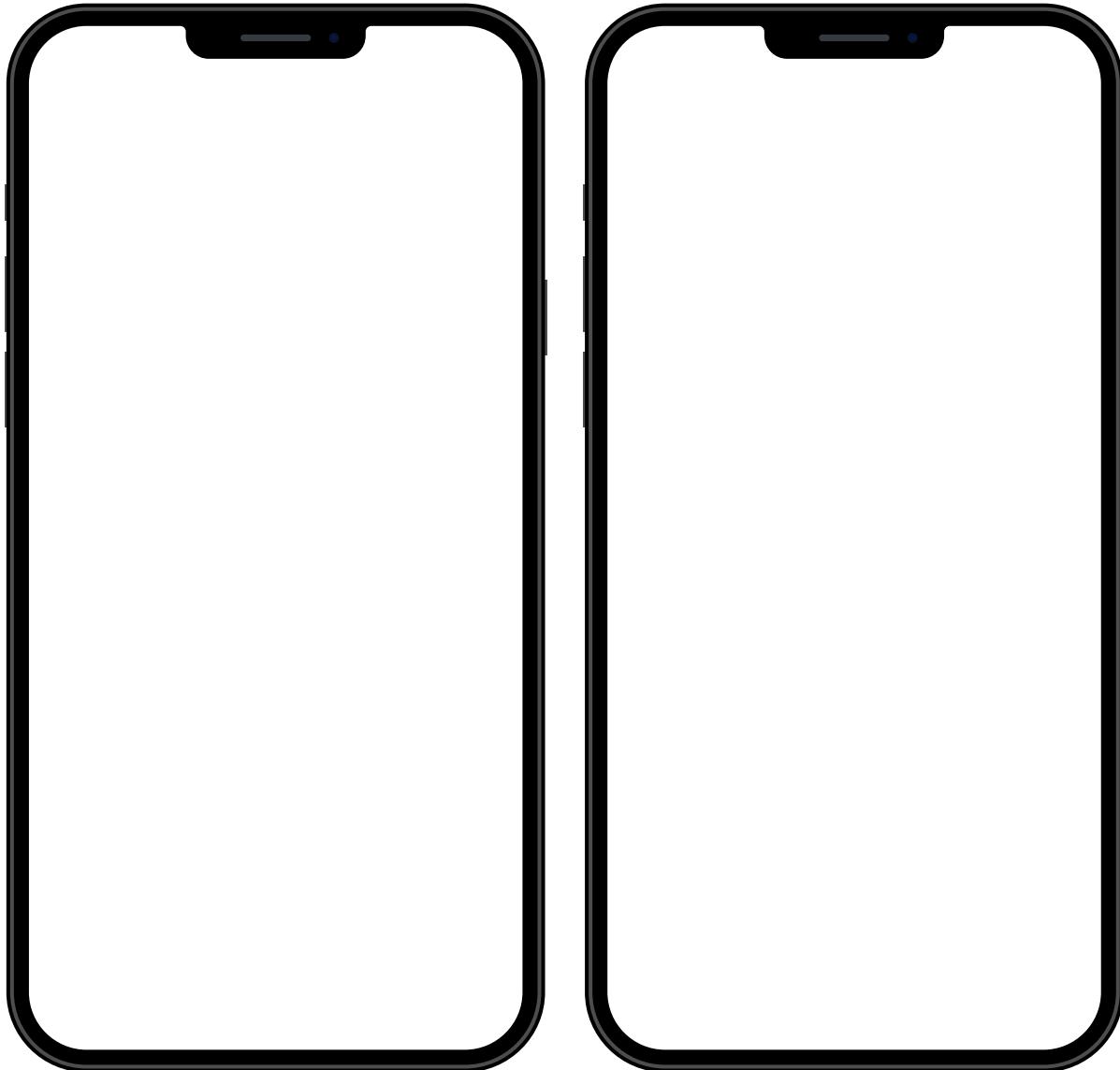
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Scale ...
Subjects ...

Note:

Variable ... :
Scale ...
Subjects ...

Note:

AB Testing



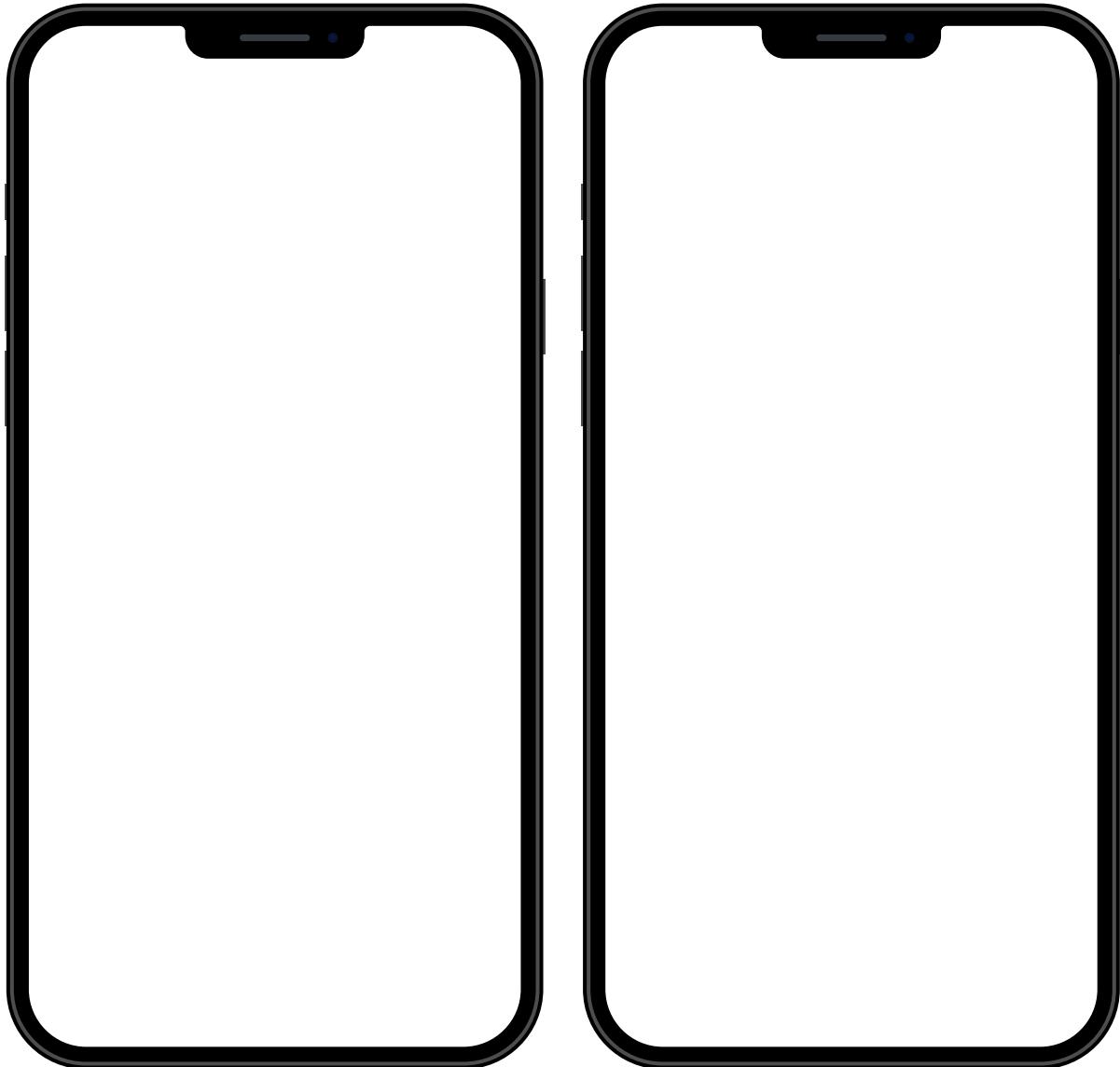
Variable ... :
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Note:

Variable ... :
Scale ...
Subjects ...

Note:

AB Testing



Variable ... :
Scale ...
Subjects ...

Note:

Variable ... :
Scale ...
Subjects ...

Note:

Verification

HYPOTHESES

PERSONAS

EXPLANATION

Objective Explanation..

DATE

Objective Behavioral Variables

OBSERVED BEHAVIORAL VARIABLE

SCALE

--	--	--	--	--	--	--	--	--	--	--	--

Follow up..

DATE

Follow up..

DATE

Follow up..

DATE

Follow up..

DATE

Follow up..

DATE

Follow up..

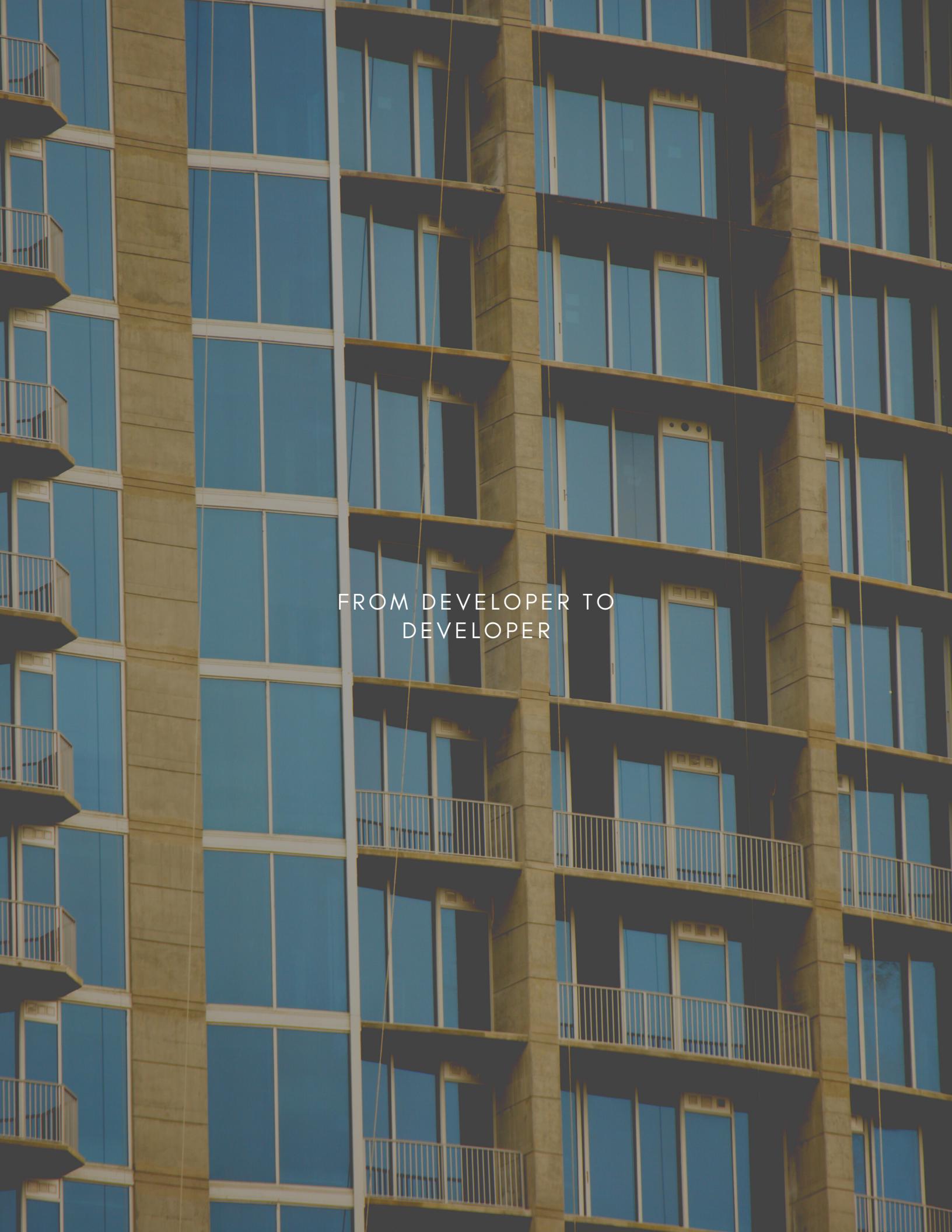
DATE

Follow up..

DATE

Follow up..

DATE



FROM DEVELOPER TO
DEVELOPER