

the **UX** Journey

The process to optimize your resource for the quality User Requirement



**HELLO
MY NAME IS**

WRITTEN BY
HCI GROUP



The process to optimize your resource for the quality User Requirement

Second Versions

Written by HCI Group

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The process to optimize your resource for the quality User Requirement

The UX journey is a process that helps optimize resources for quality user requirements while improving self-efficacy. The process involves a series of steps that begin with understanding the user's needs and expectations. This includes conducting research to gain insights into the user's goals, motivations, and pain points. Once the user's needs have been identified, the next step is to develop a user persona, which is a detailed description of the user's characteristics, preferences, and behaviors. This persona serves as a reference point throughout the UX design process.

The next step in the UX journey is to define the user journey, which is the path that the user takes to achieve their goals. This includes mapping out the steps involved in the user's interactions with the product or service and identifying potential pain points or areas for improvement.

Once the user journey has been defined, the UX designer can begin to prototype and test different solutions. This involves creating wireframes, mockups, and prototypes of the product or service, and testing these designs with users to gather feedback and identify areas for improvement.

Throughout the UX journey, it is important to maintain a focus on the user's needs and expectations and to continuously iterate and improve the design based on feedback and testing. By following this process, designers can optimize their resources to deliver quality user requirements, while also building their self-efficacy and confidence in their design decisions.



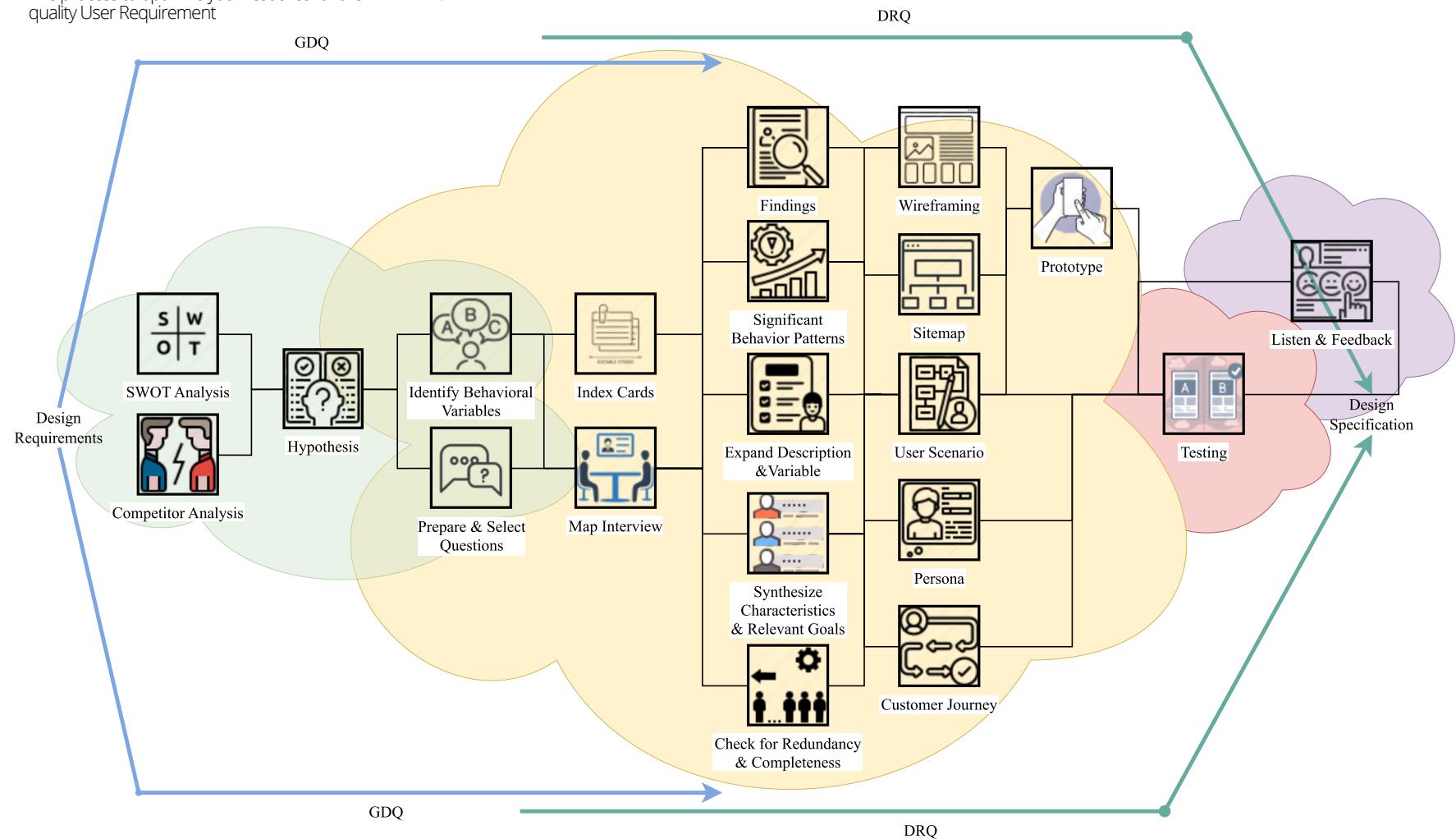
Hello

This is my UX Diary

Tell me about your personality and ability

the UX Journey

The process to optimize your resource for the quality User Requirement



UX Journey Activities Checklist

(D) Discover

Time to work

Field studies

SWOT Analysis

Competitor Analysis

State Hypotheses

Identify Behavioral Variables

(E) Explore

Prepare Questions

Meet Stakeholder

Index Card

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

Persona

Journey Mapping

User Scenario and Stories

Sitemap

Wireframing

UX Activities Checklist

(T) Test

Time to work

Quantitative & Qualitative Usability Testing

A/B Testing

Objective Verification

Variable Verification

Acceptance Criteria

(L) Listen

Follow up

My Goals



Kickstart Project	day 1	day 2	day 3
Time allocation			
day 4	day 5	day 6	day 7
day 8	day 9	day 10	day 11
day 12	day 13	day 14	Deliver Project



Discover

Field studies...



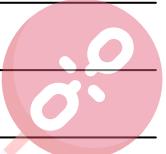
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SWOT analysis

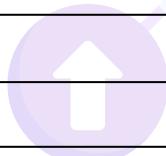


Strength

Advantages?



Uniqueness?



Selling Points?

Skills?

Other factors?

Weaknesses

Limitations?

Lack of effort?

Problems?

Poor strategy?

Other factors?

Opportunities

Improvements?

Performance?

Opportunities?

Consumer behaviour?

Other factors?

Threats

External trouble?

Obstacles?

Trends?

Other factors?

Competitor



DIRECT COMPETITION

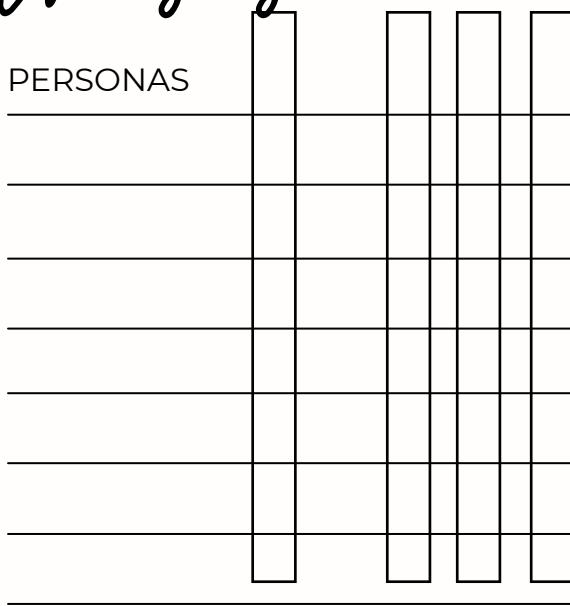
INDIRECT COMPETITION

USER REVIEWS

Hypotheses

HYPOTHESES

PERSONAS



EXPLANATION



Hypotheses Explanation..



DATE

Identify Behavioral Variables



OBSERVED BEHAVIORAL VARIABLE

SCALE

Variable Explanation..



DATE



Explore

15 minute prepare questions



2min

Welcome remarks

2min

Collect demographics

2min

Tell a story

2min

Problem ranking

3min

Explore customer's word view

2min

Wrapping up

2min

Document results

Prepared questions



1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

“

Creativity is
intelligence
having fun

Albert Einstein

Meet stakeholders



OBJECTIVE AND EXPECTED RESULTS

5 MINUTES QUESTIONS

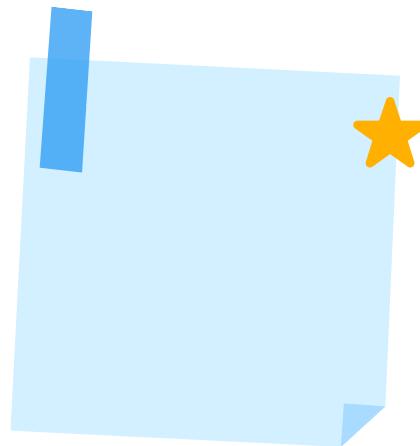
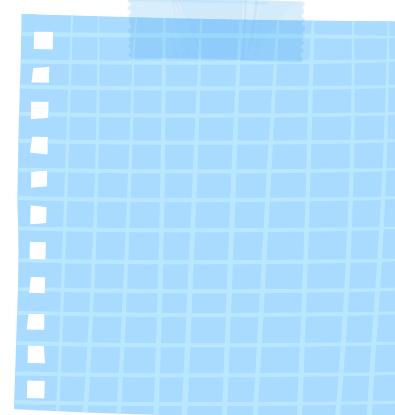
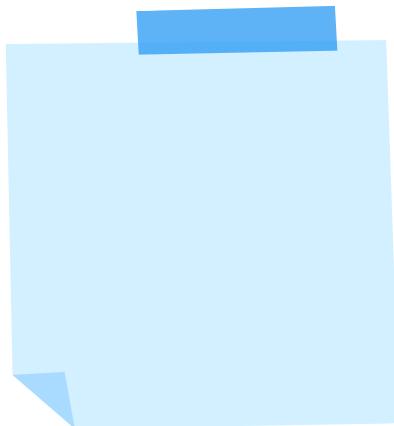
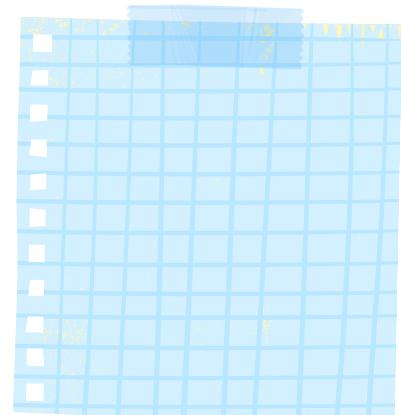
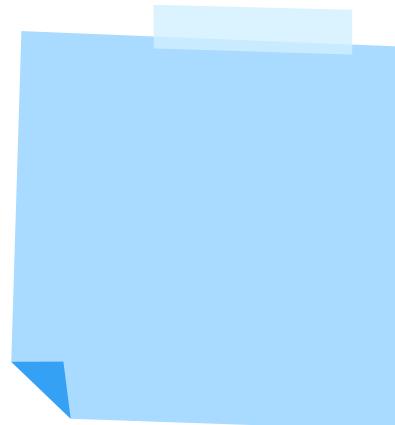
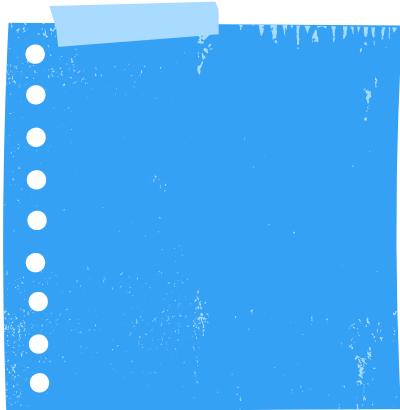
Findings



MENTION YOUR FINDINGS

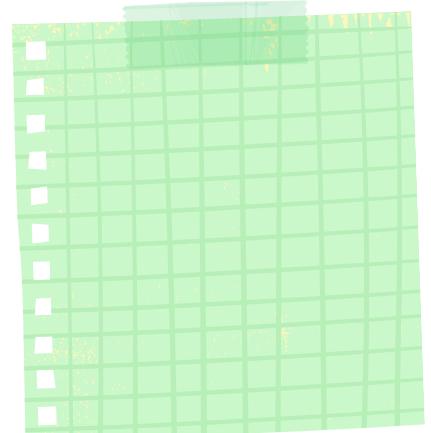
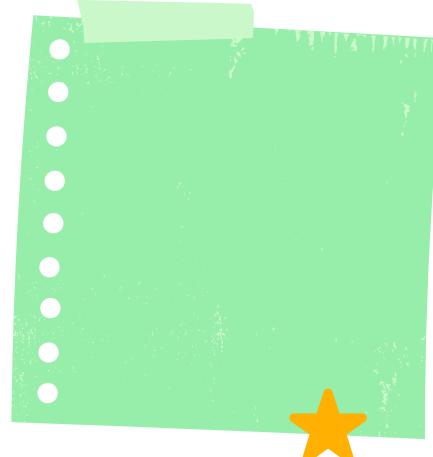
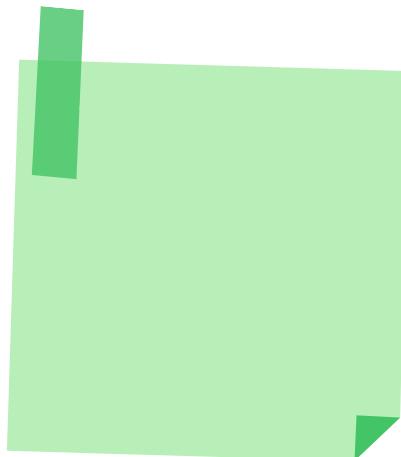
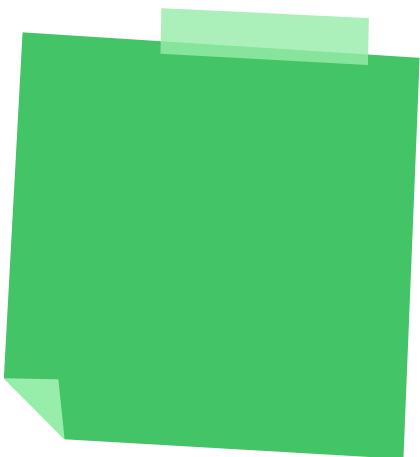
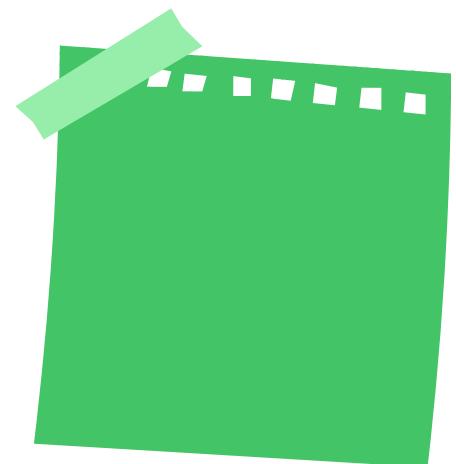
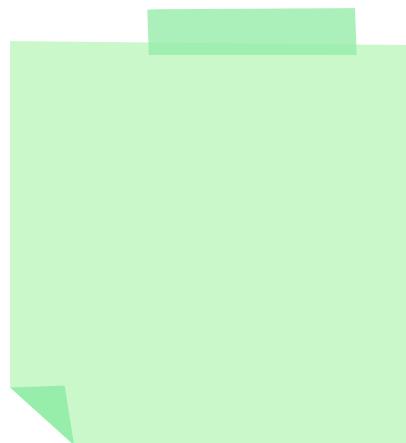
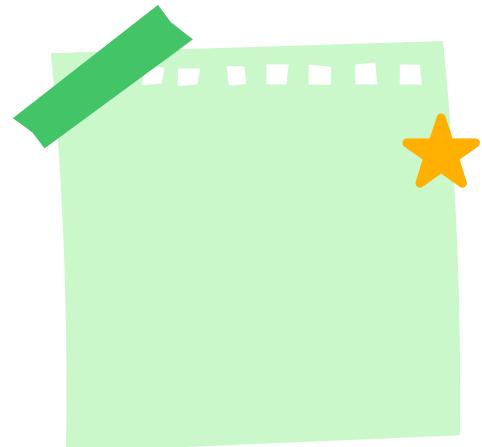


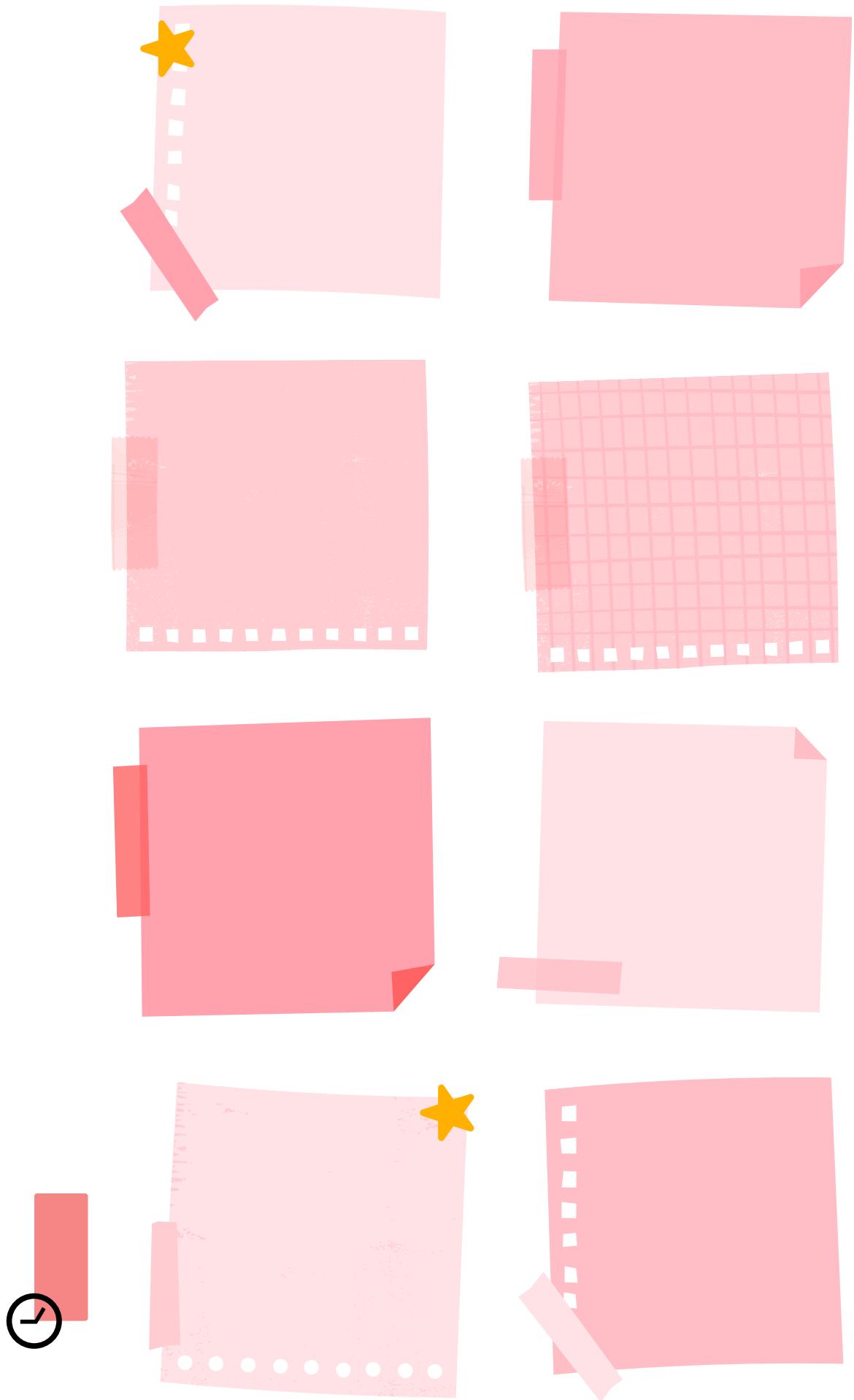
Share your idea, write in this notes



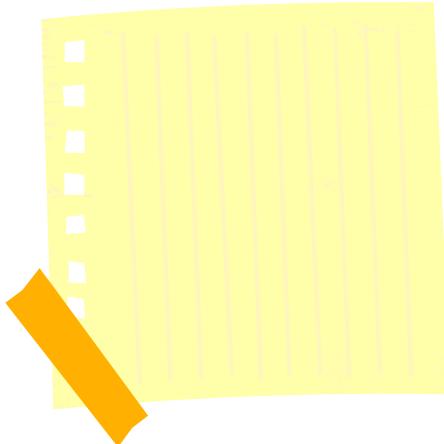
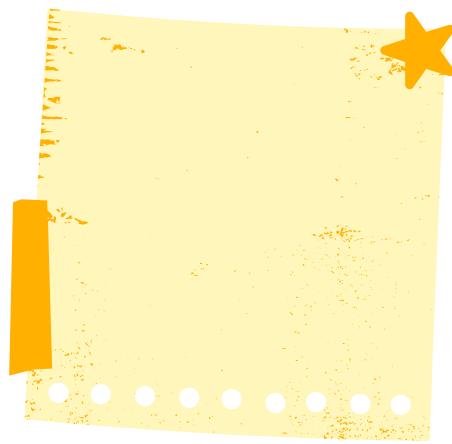
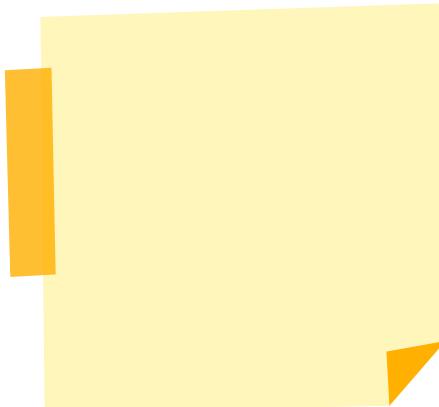
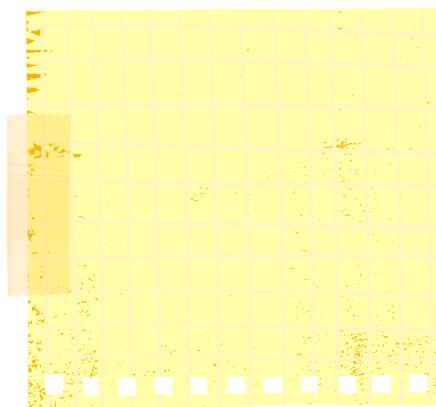
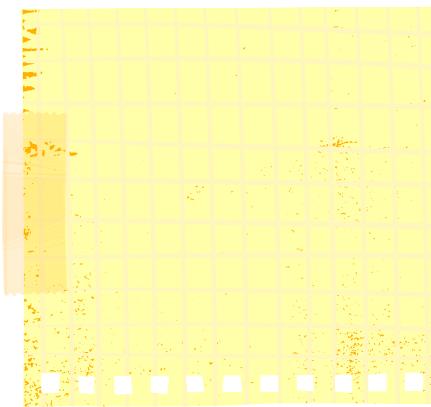
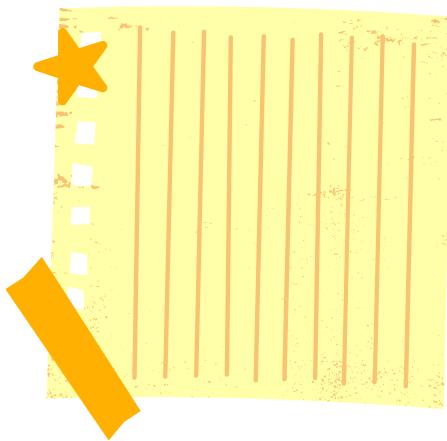


BING





Page ____ from ____



“

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

Steve Jobs

MAP INTERVIEW

USER FEELING

Persona:



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

Persona:



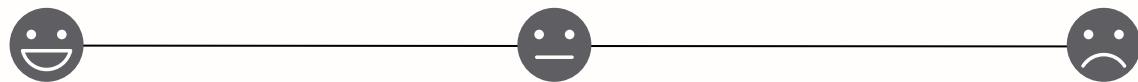
Scale 1:	Scale 2:	Scale 3:	Scale 4:	Scale 5:

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

Persona:



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

Persona:



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



OBSERVED BEHAVIORAL VARIABLE

SCALE

PERCENTAGE

Pattern Explanation.

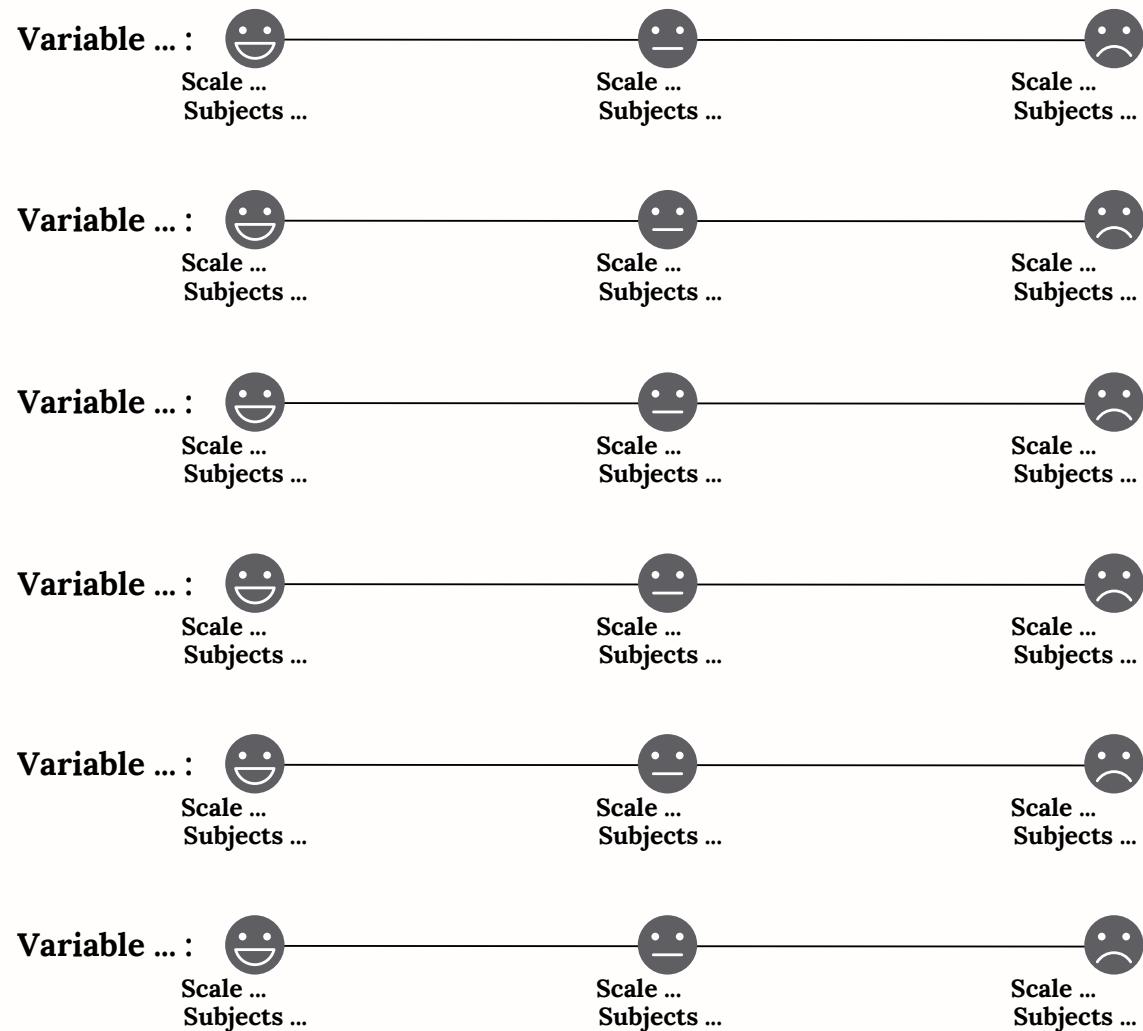


DATE

SYNTHESIZE CHARACTERISTICS AND RELEVANT GOALS

PATTERN

Persona:



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



10

TODAY I AM FEELING...

TODAY I AM GOING TO...

TODAY I AM LOOKING FORWARD TO...

MY AFFIRMATION TODAY

Expand Description and Variable



10:10

TODAY I AM FEELING...

TODAY I AM GOING TO...

TODAY I AM LOOKING FORWARD TO...

MY AFFIRMATION TODAY

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: _____

User quote: _____

Lifestyle: _____

Skill & Knowledge: _____

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Profession: _____

Personality traits/ behaviour: _____

Motivation: _____

Segment: _____

Sketch persona:

“

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

Thomas Manss

Customer Journey Mapping



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.



Persona 1
[Insert persona's name here]

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



Add your thought here

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	Touchpoints	Pain points	User Actions	Consideration	Purchase	Onboarding	Advocacy

Customer Journey Mapping



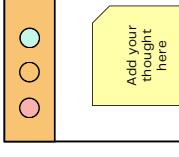
Persona 1
[Insert persona's name here]

- 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.

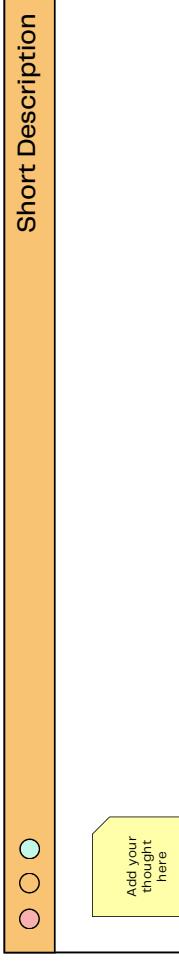
- 2** Use sticky notes to build a back story, including the customer's reasons for taking this particular journey.

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

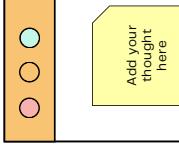
Key Attribute



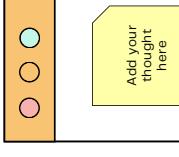
Short Description



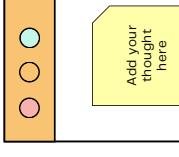
Challenges



Needs



Opportunities





Persona 1



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5

In the final row, brainstorm possible solutions or areas of opportunity to improve the persona's experience.

6

Customer Journey Mapping

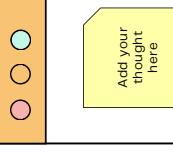


Persona 1
[Insert persona's name here]

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

1

Key Attribute



Add your thought here

Short Description



Add your thought here

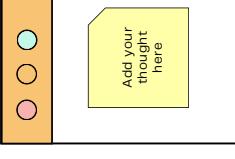
2

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

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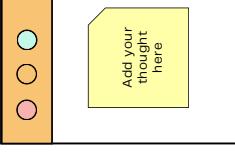
3

Needs



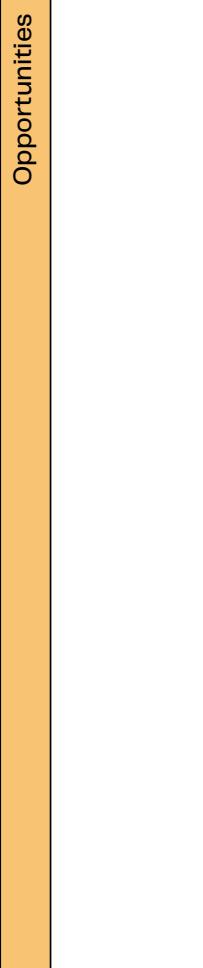
Add your thought here

Challenges



Add your thought here

Opportunities



Add your thought here



Persona 1

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.

4

In the "emotions" row, move the dots up or down the colored spectrum to visually show how the person's emotional experience rises and falls throughout the journey. Positive peaks = delight, while sudden drops = frustration.

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

Add your thought here

Delighted

Frustrated



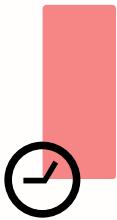
6 In the final row, brainstorm possible solutions or areas of opportunity to improve the persona's experience.

“

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

Jakob Nielsen

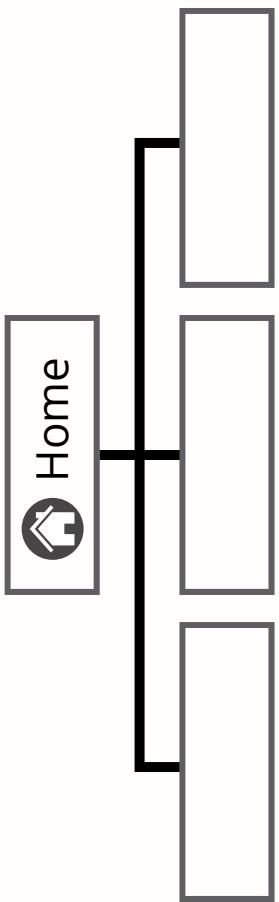
User Scenarios and Stories



User Scenarios and Stories



Sitemaps



Sitemaps



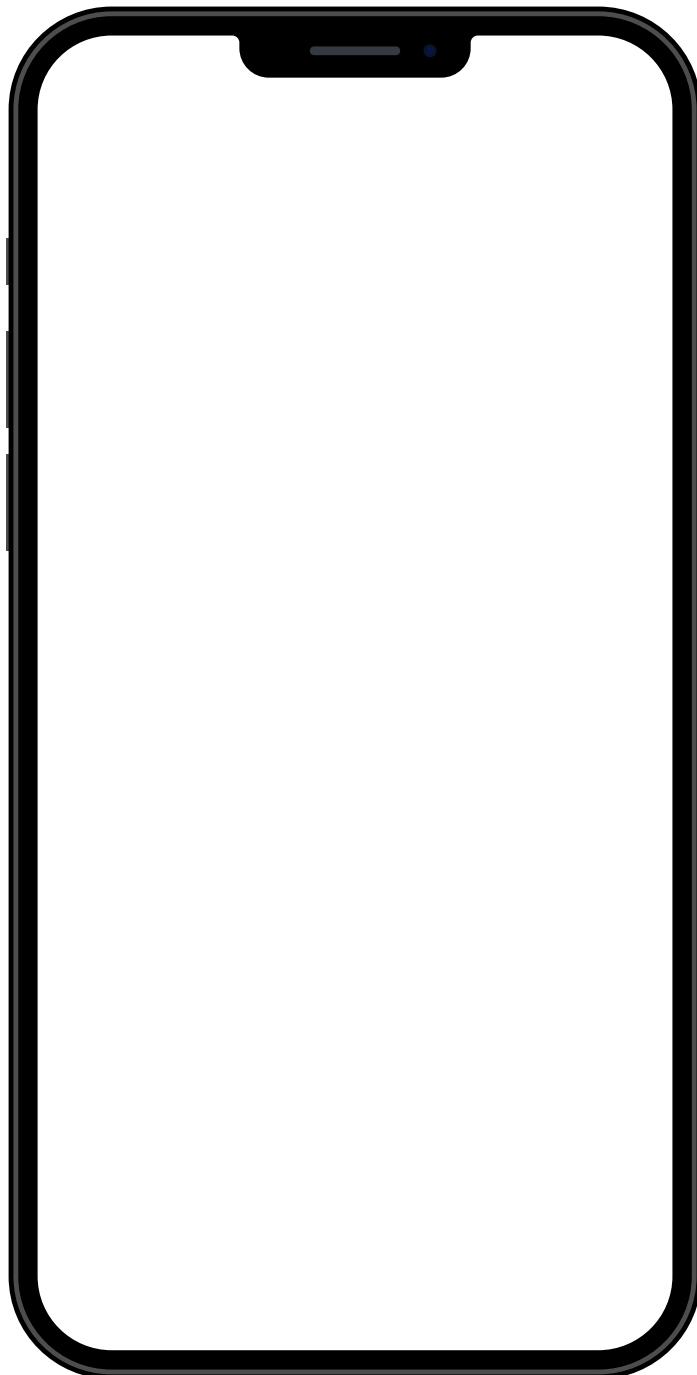
Wireframing



Screen name:

Component:

Heuristic violated:



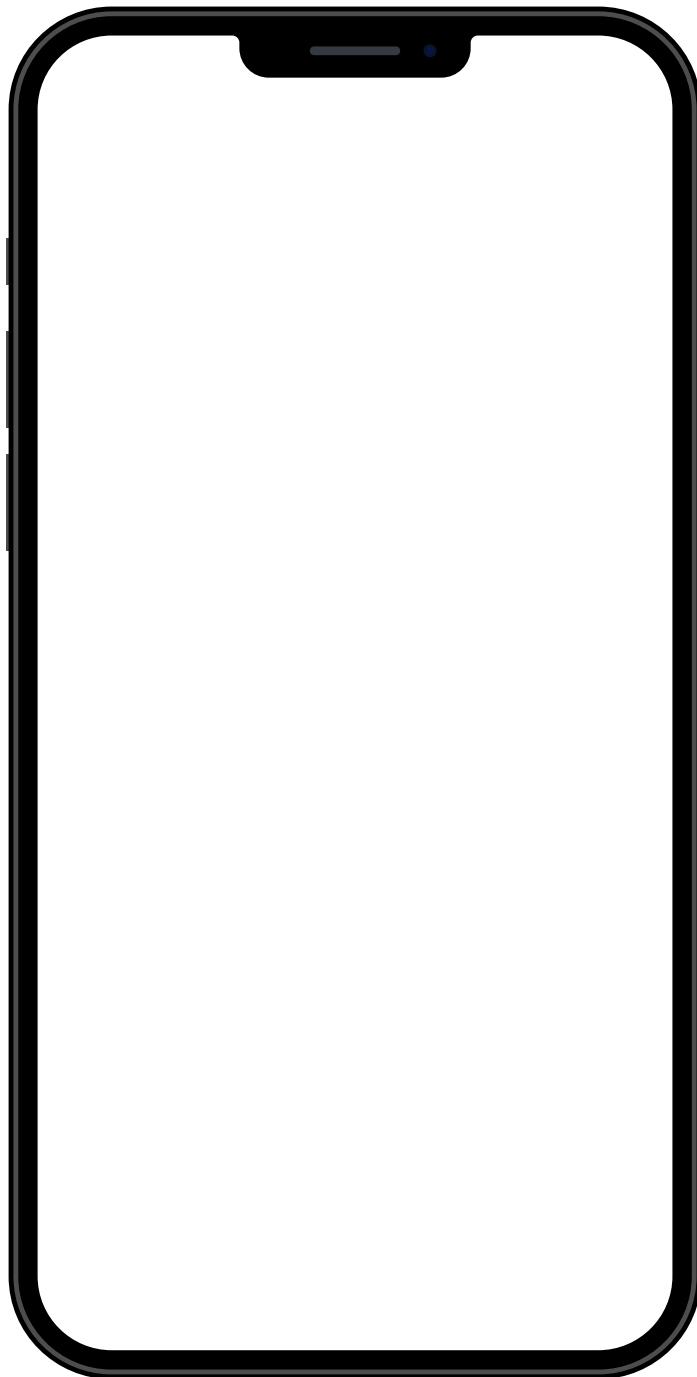
Wireframing



Screen name:

Component:

Heuristic violated:



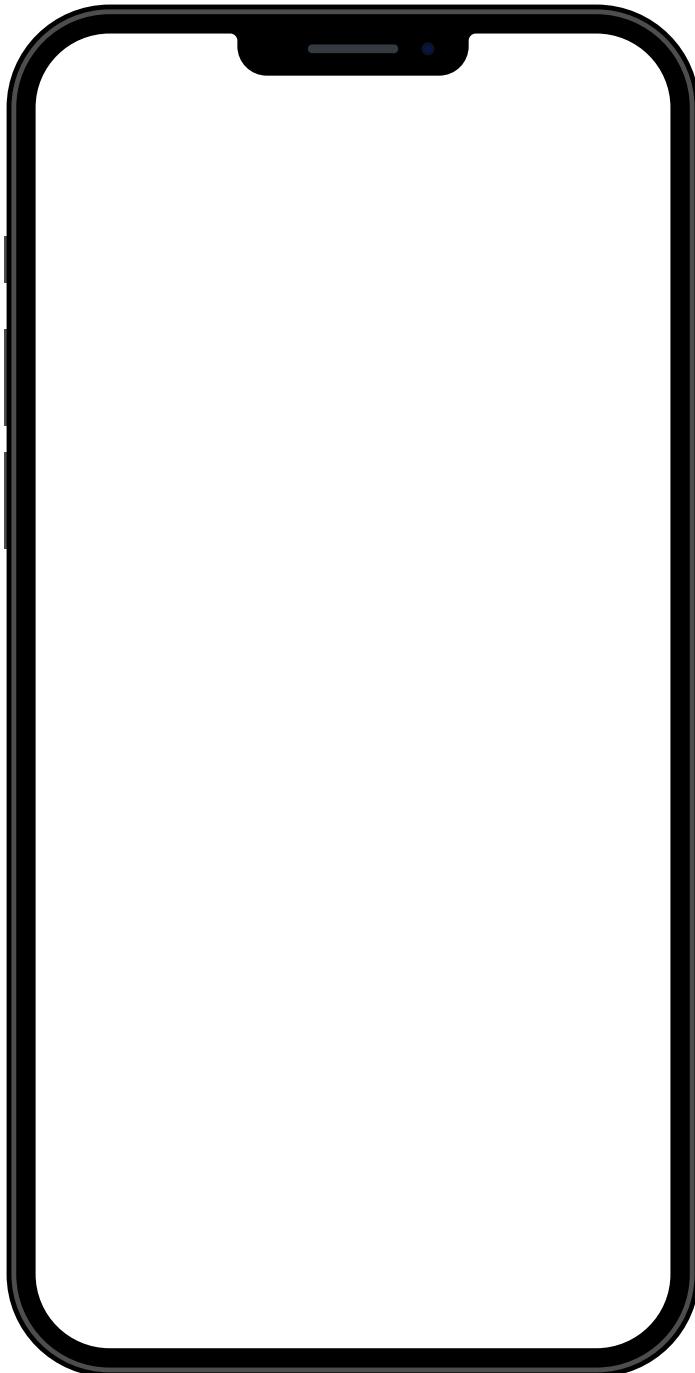
Wireframing



Screen name:

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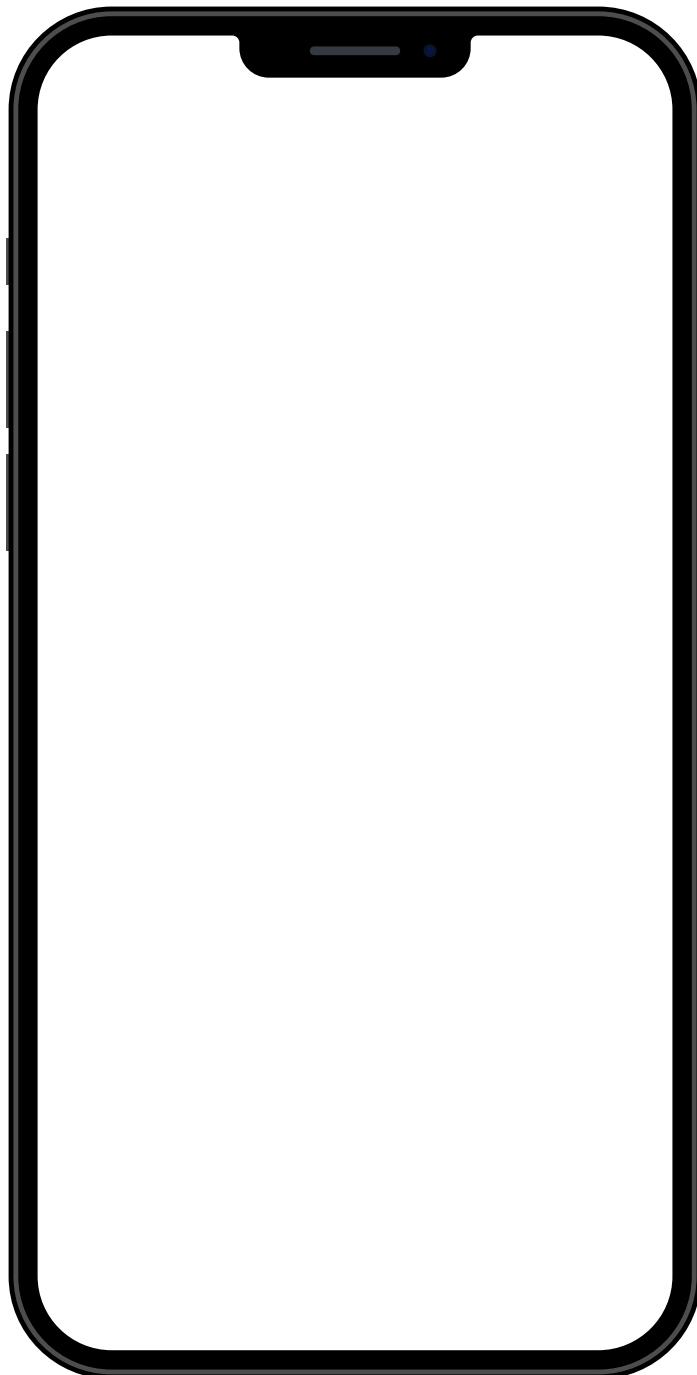
Wireframing



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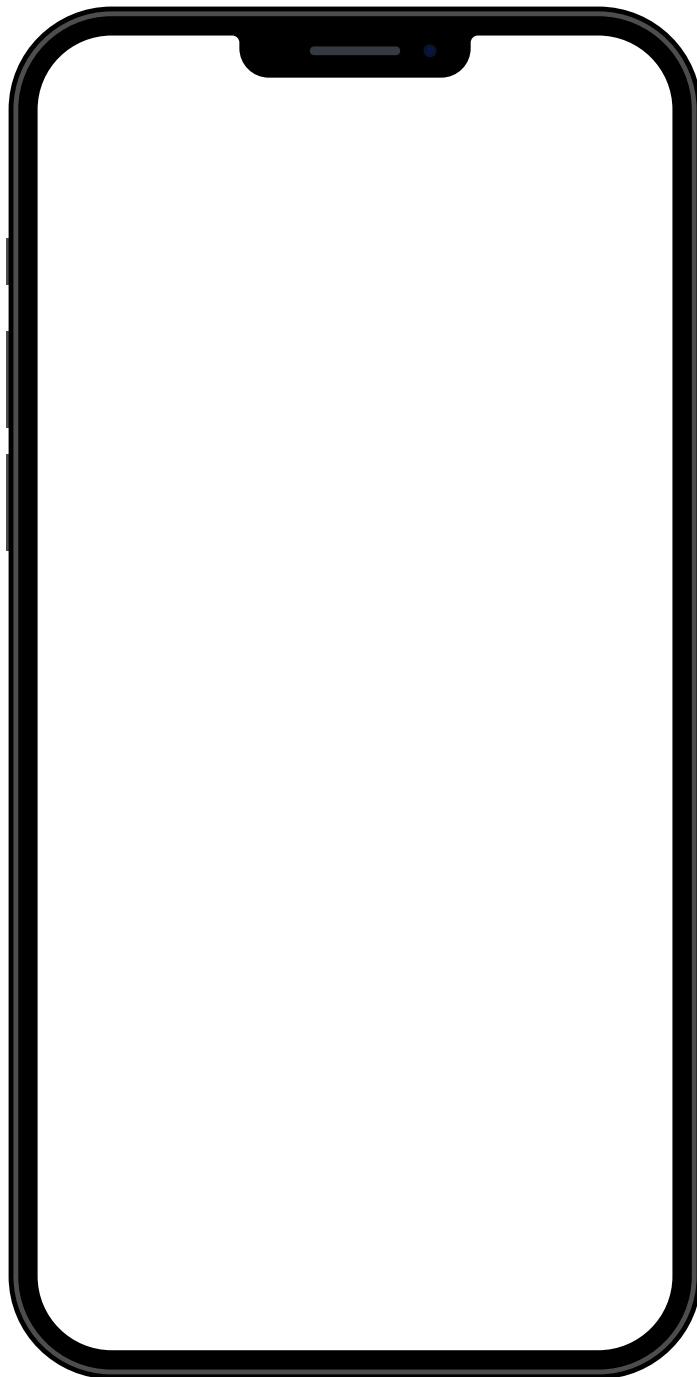
Wireframing



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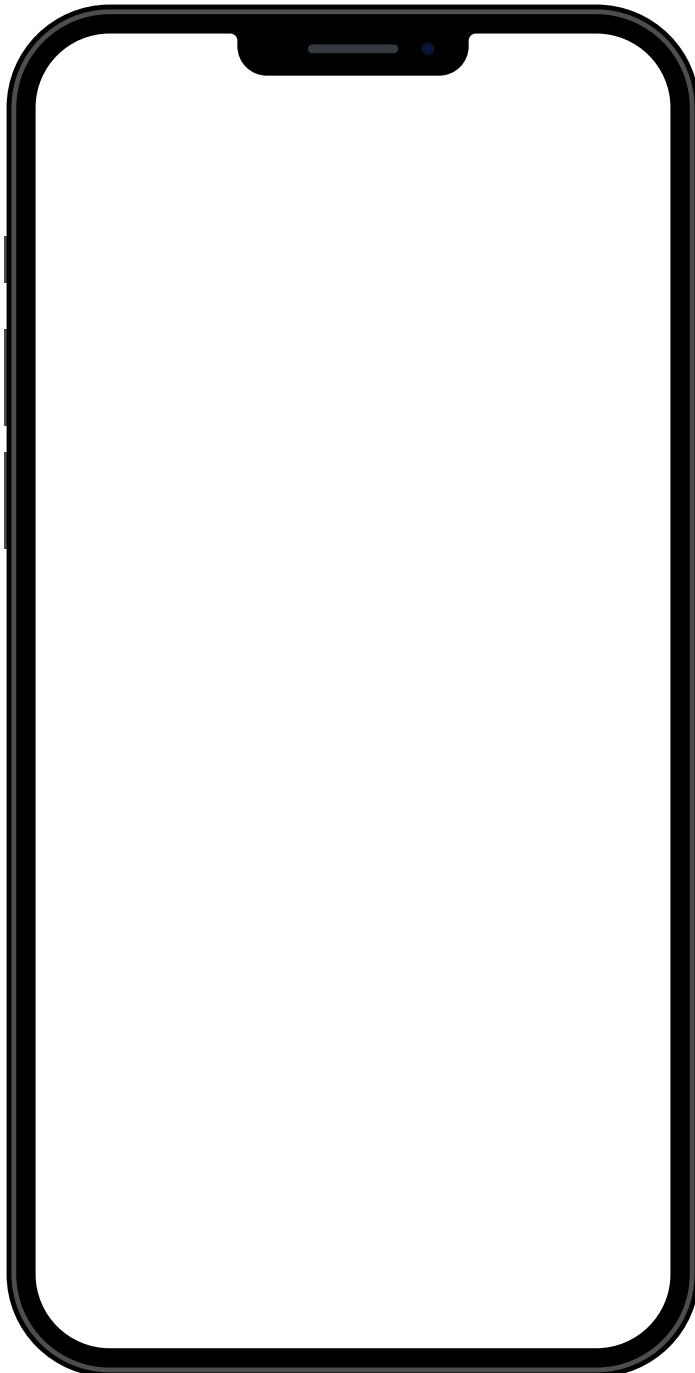
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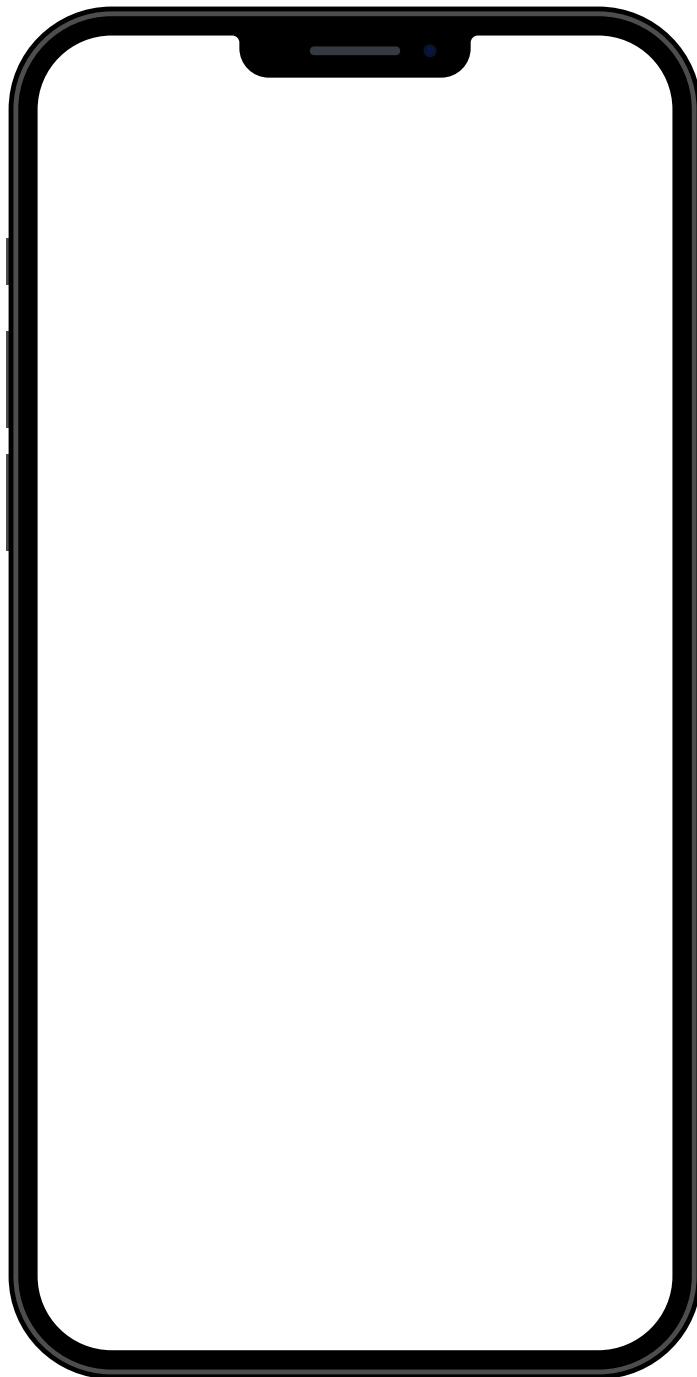
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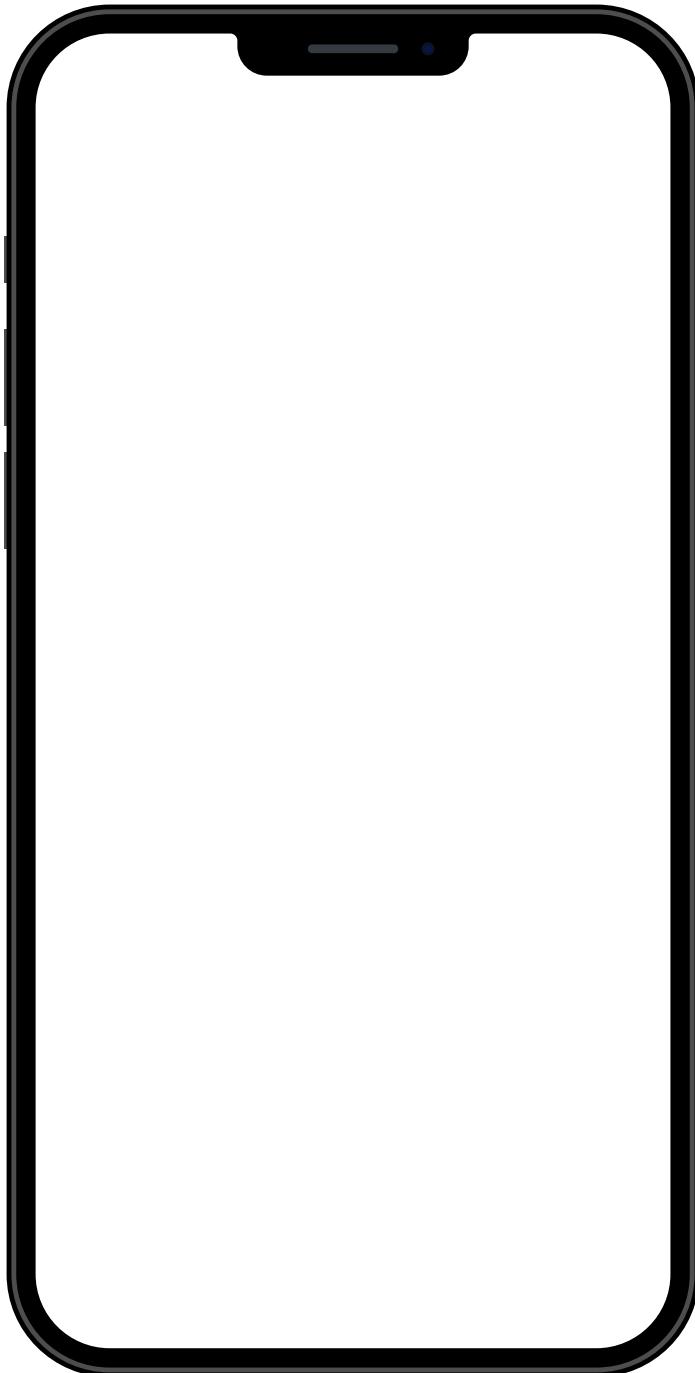
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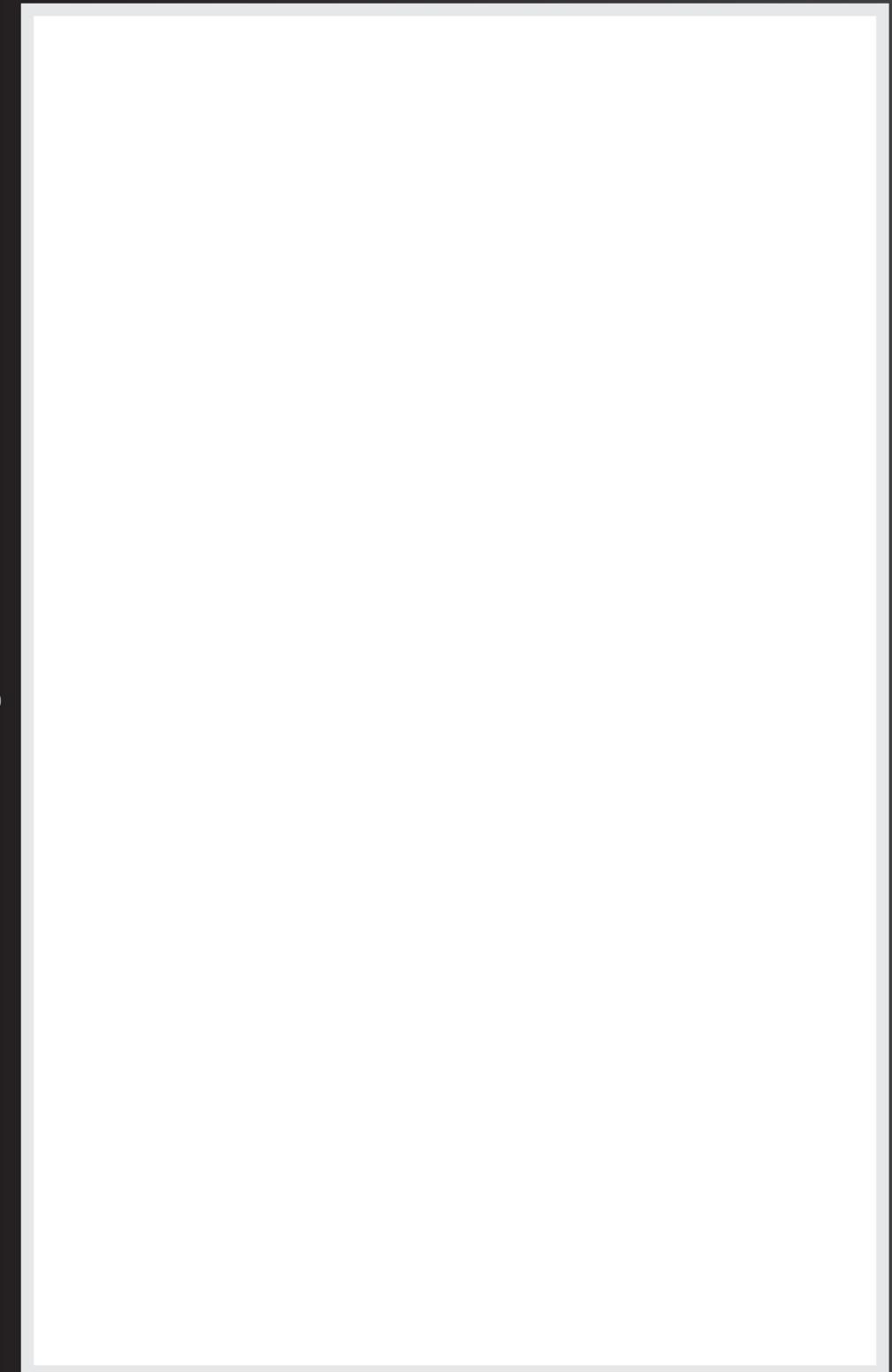
Wireframing



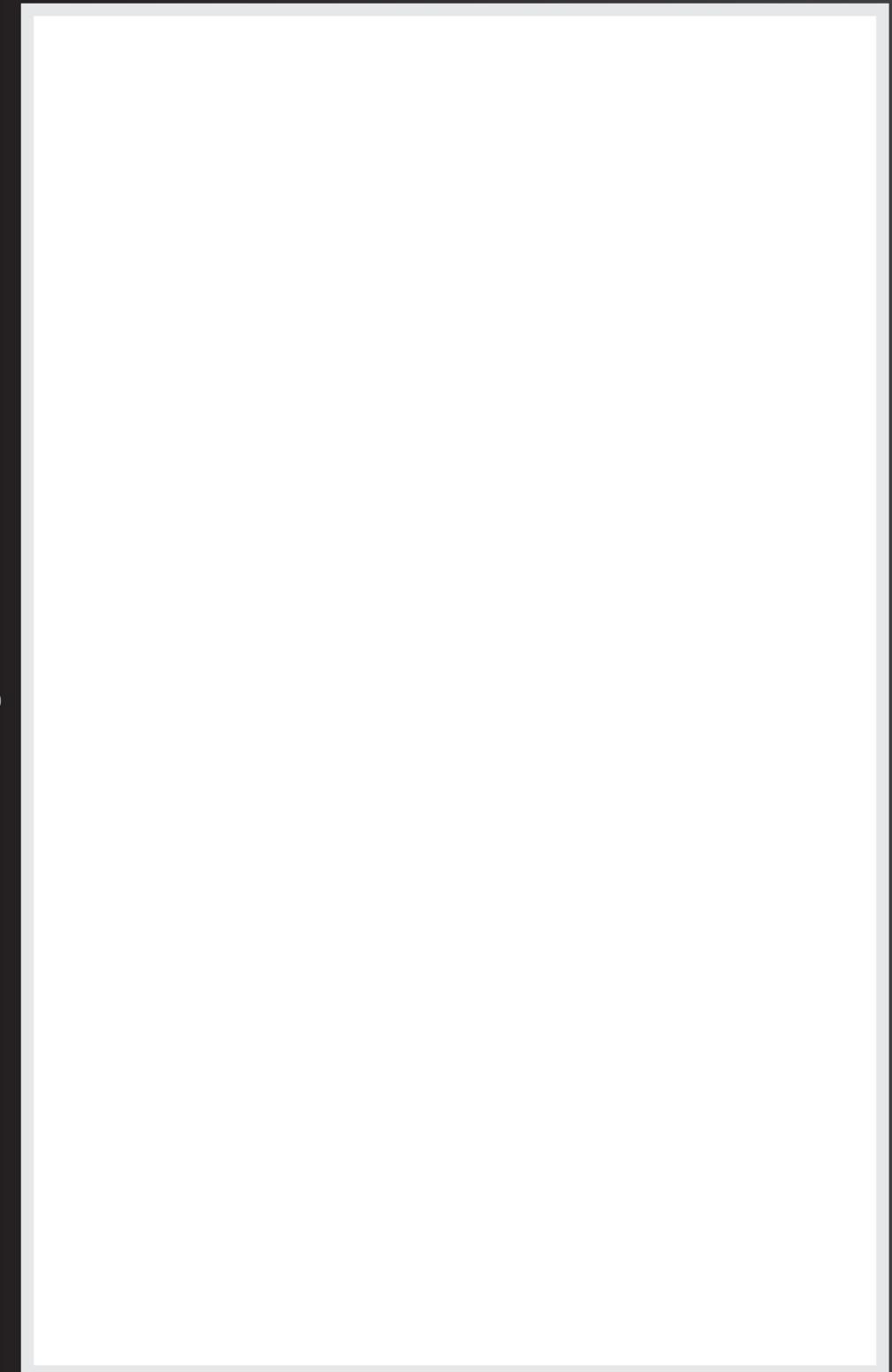
Wireframing



Wireframing



Wireframing



Wireframing



Wireframing



Wireframing



Wireframing





Qual & Quant



QUALITATIVE RESEARCH

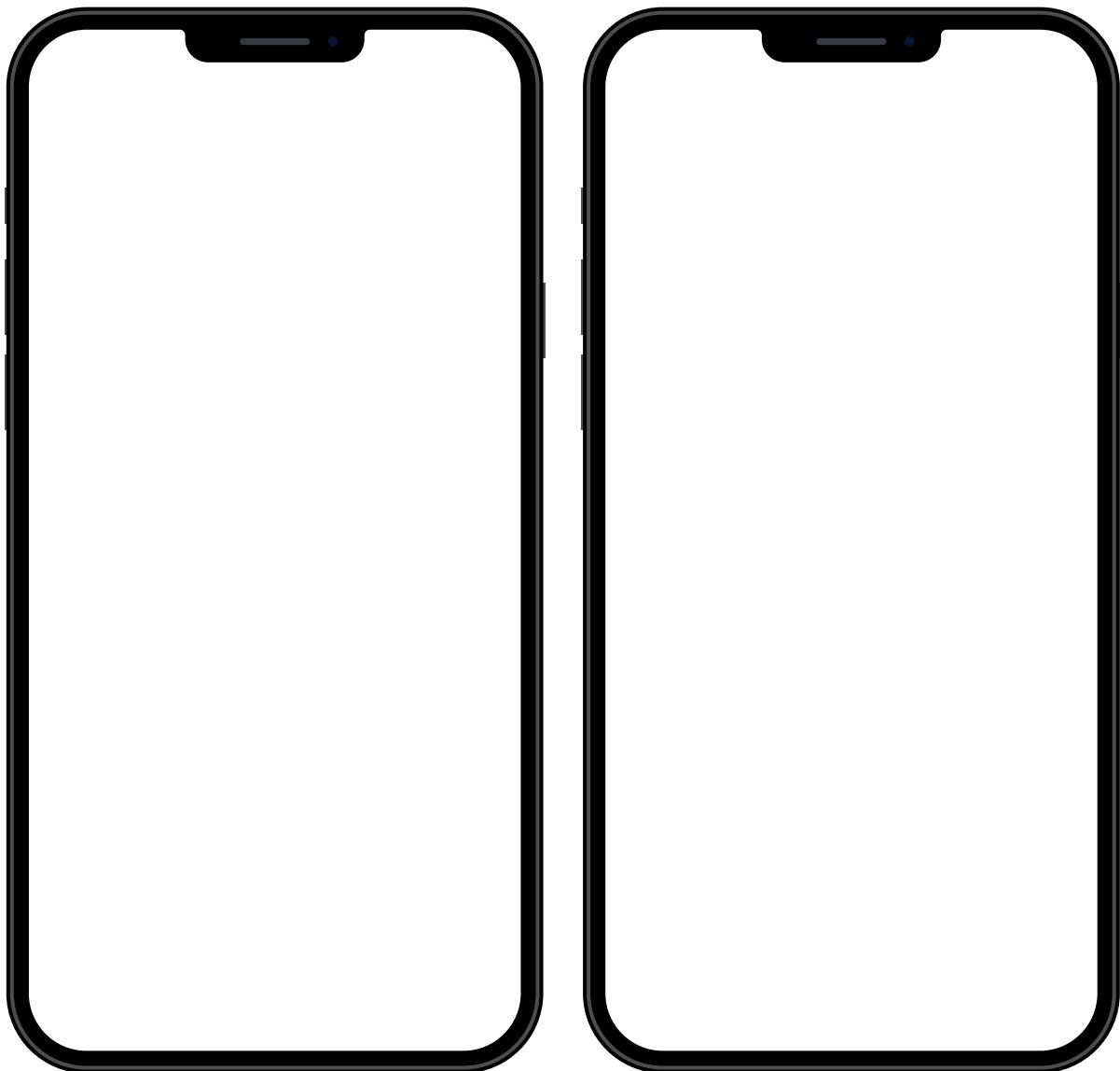
- Focus on "why"
 - inform design decisions
 - identify usability issues and find solutions
 - Findings based on the researcher's impressions, interpretations, and prior knowledge
-
-

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



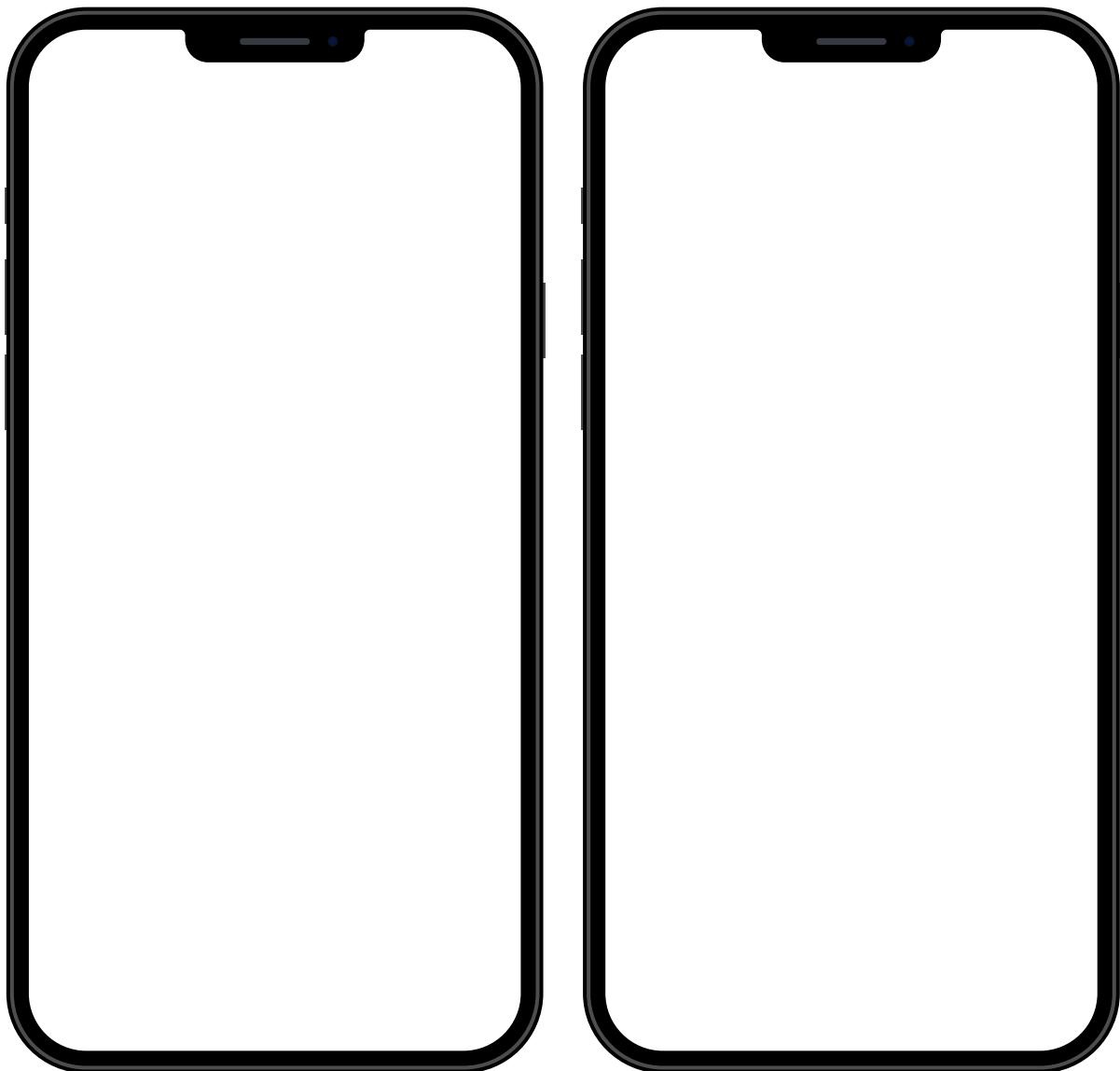
Variable ... :
Scale ...
Subjects ...

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

Note:

Note:

AB Testing



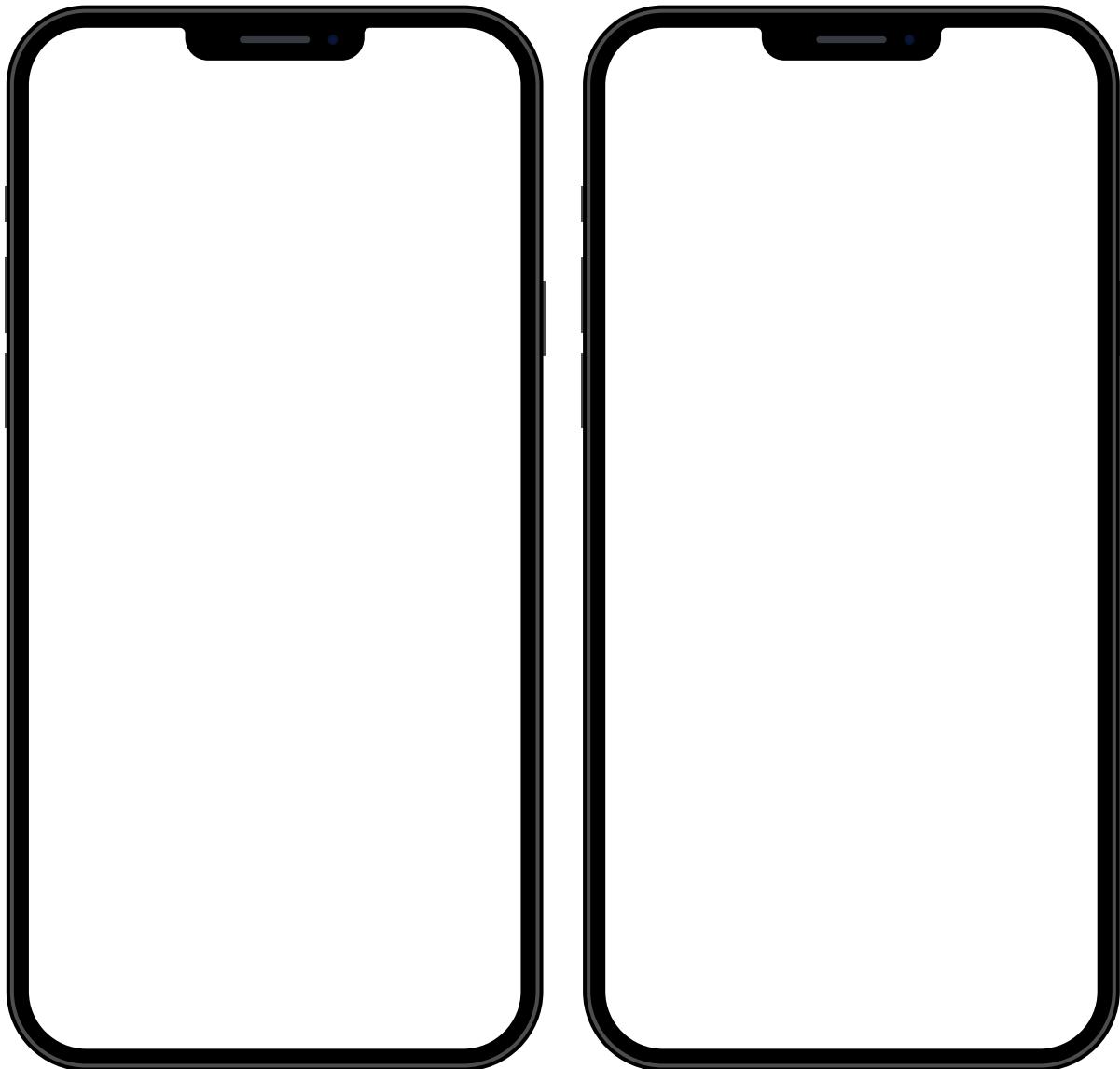
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Scale ...
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Note:

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

Note:

AB Testing



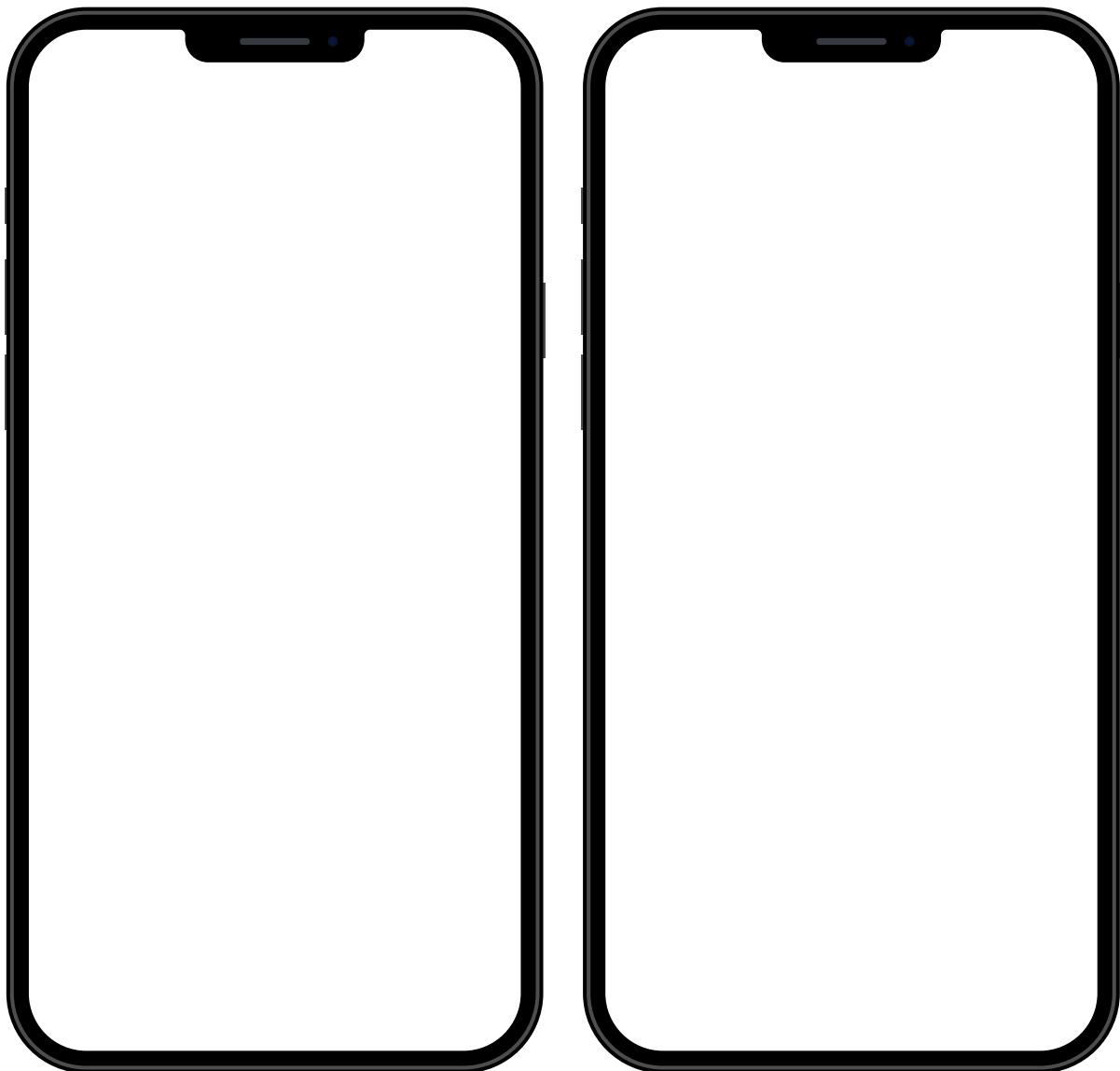
Variable ... :
Scale ...
Subjects ...

Note:

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

Note:

AB Testing



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

Note:

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

Note:

Verification

HYPOTHESES

PERSONAS

EXPLANATION

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Objective Explanation..

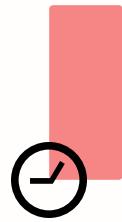


DATE _____

Objective Behavioral Variables

OBSERVED BEHAVIORAL VARIABLE

SCALE



Acceptance Criteria



Positive Case			User Interface
Given	When	Then	

Acceptance Criteria



Positive Case			User Interface
Given	When	Then	

Acceptance Criteria



Positive Case			
Given	When	Then	User Interface

Acceptance Criteria



Positive Case			User Interface
Given	When	Then	

Acceptance Criteria



Negative Case			
Given	When	Then	User Interface

Acceptance Criteria

Negative Case			
Given	When	Then	User Interface



Acceptance Criteria

Negative Case			
Given	When	Then	User Interface



Acceptance Criteria

Negative Case			
Given	When	Then	User Interface





Follow up..

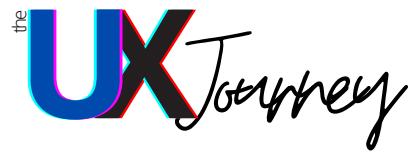


DATE _____

Follow up..



DATE _____



The process to optimize your resource for the quality User Requirement



FROM DEVELOPER TO
DEVELOPER