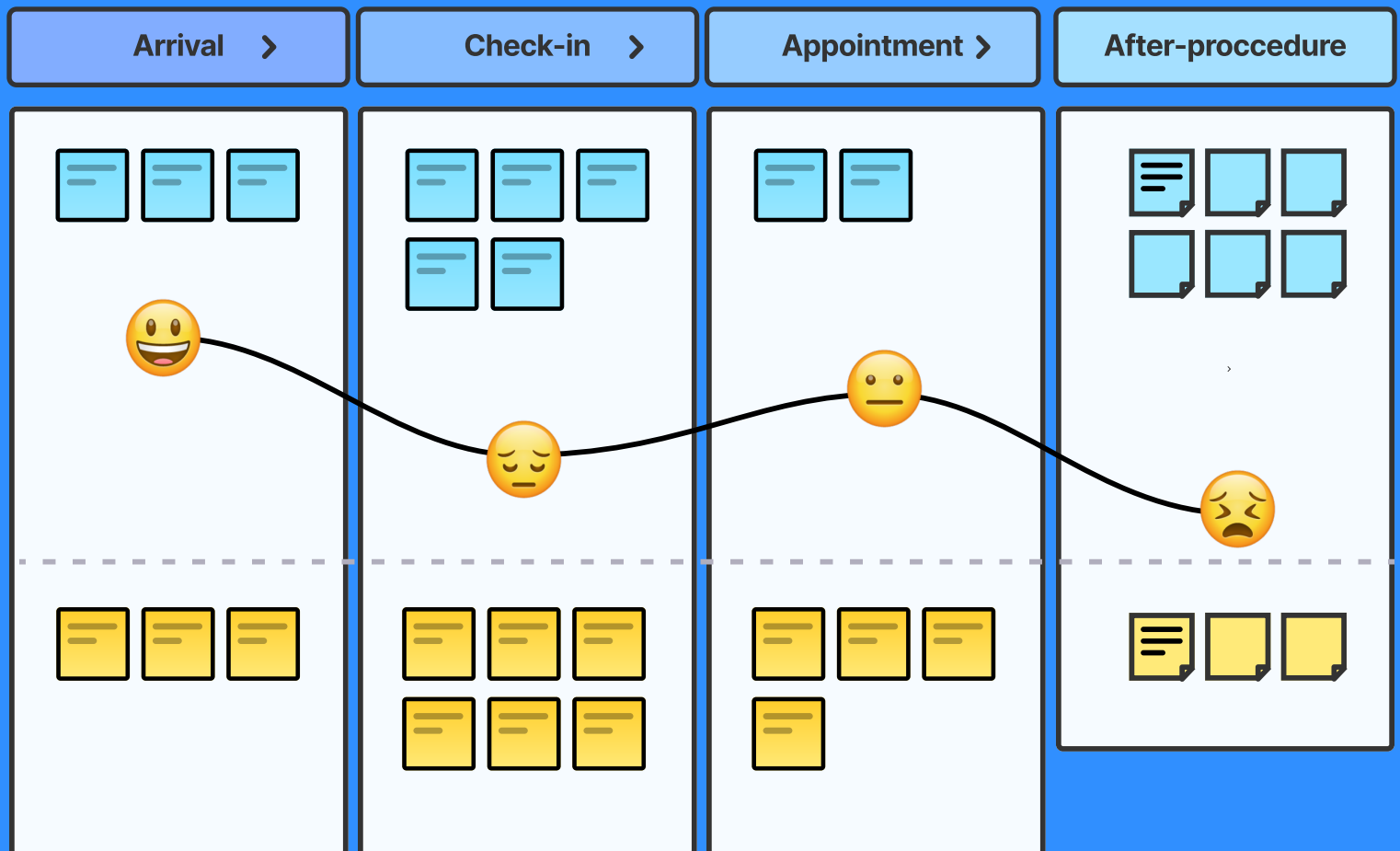


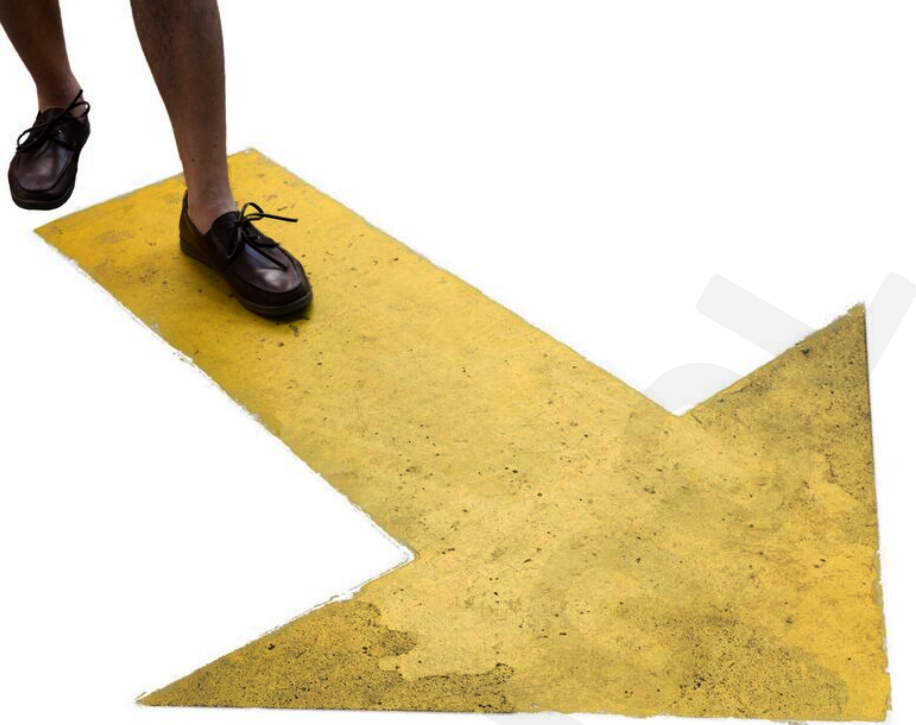
# USER JOURNEY MAP



**Embark on a  
journey of  
understanding,  
guided by the  
footsteps of  
users.**

WEB DESIGN SCHOOL



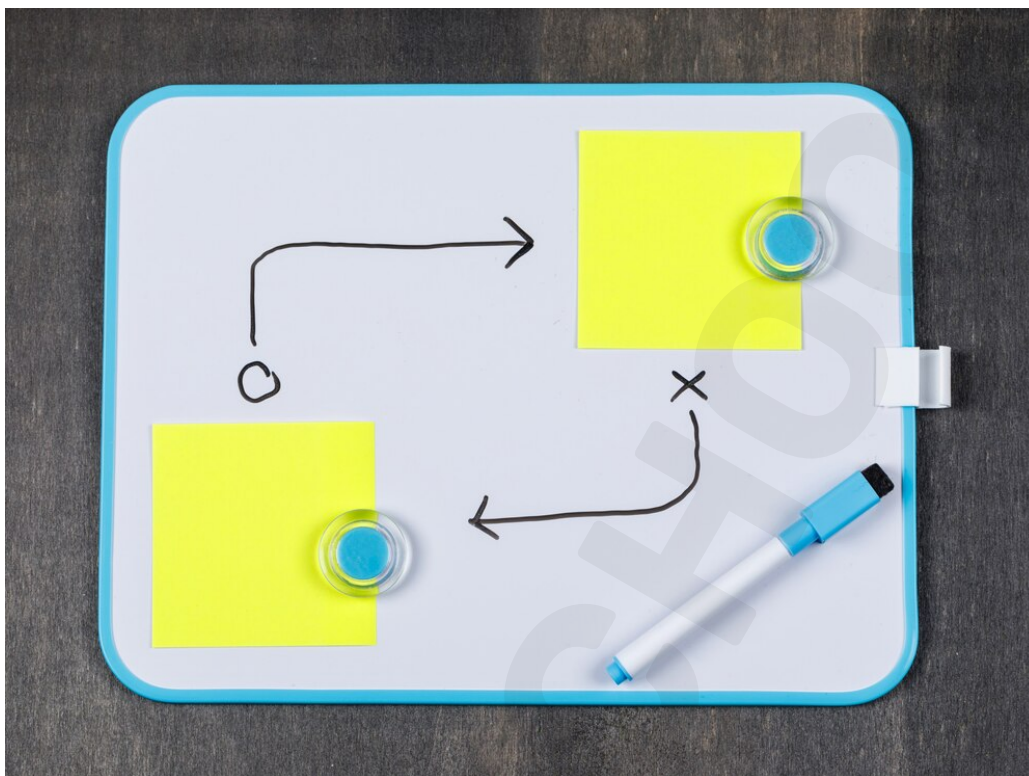


# You will walk through

1. What is a User journey map?
2. Why create a User journey map?
3. When to create a User journey map?
4. What are the elements of a User journey map?
5. How to create a User journey map?



## What is a User journey map?



A User journey map is a **visual representation** of how a user or customer **interacts** with your product. It maps out the steps they go through to complete a specific task or to achieve a particular goal – **for example**, purchasing a product from an e-commerce website or creating a profile on a dating app.

Where does their journey begin?

What's their first point of interaction with the product?

What actions and steps do they take to reach their end goal?

How do they feel at each stage?

You can answer all of those questions with a **user journey map**.

**Why  
create a  
User  
Journey  
map?**



## Centre the end user and foster empathy



Creating a user/customer journey map requires you to step into the **end user's shoes** and experience the product from **their perspective**. This reminds you to consider the user at all times and fosters empathy.

## Expose pain-points in the user experience



By viewing the product from the **user's perspective**, you quickly become **aware of pain-points** or stumbling blocks within the user experience. Based on this insight, you can improve the product accordingly.

## Uncover design opportunities



User journey maps don't just highlight pain-points; they can also **inspire new ideas** and opportunities. As you walk in your end user's shoes, you might think "**Ah! An [X] feature would be great here!**"

## Get all key stakeholders aligned



User journey maps are both visual and concise, making them an effective communication tool. Anybody can look at a user journey map and instantly understand how the user interacts with the product.

This helps to create a shared understanding of the user experience, building alignment among multiple stakeholders.

## When to create a User Journey Map?

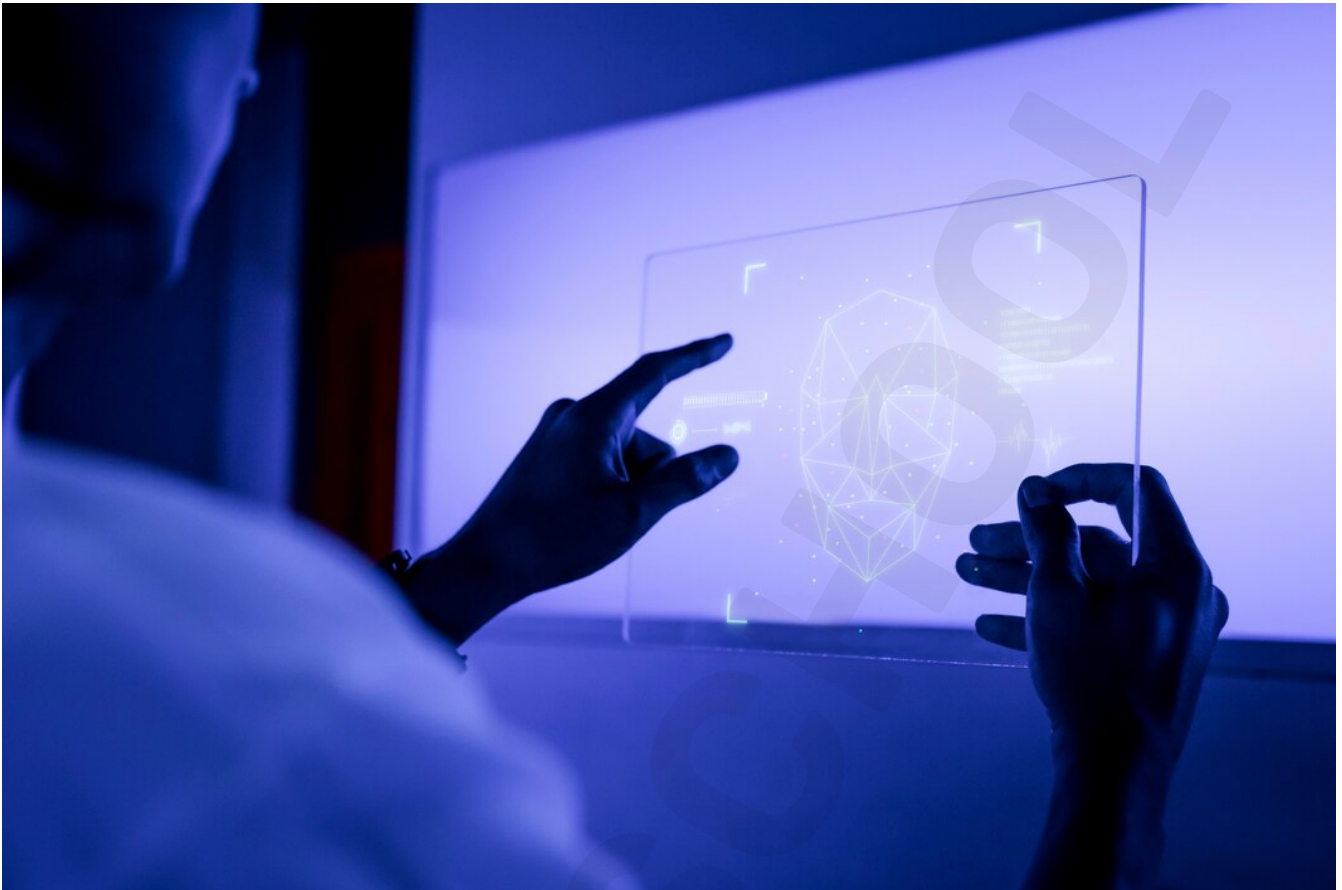
User journey maps can be useful at different stages of the product design process.

Perhaps you've got a fully-fledged product that you want to **review** and **optimize**, or completely redesign.

You can create journey maps to visualize how your users currently interact with the product, helping you to identify **pain-points** and **inform the next iteration** of the product.



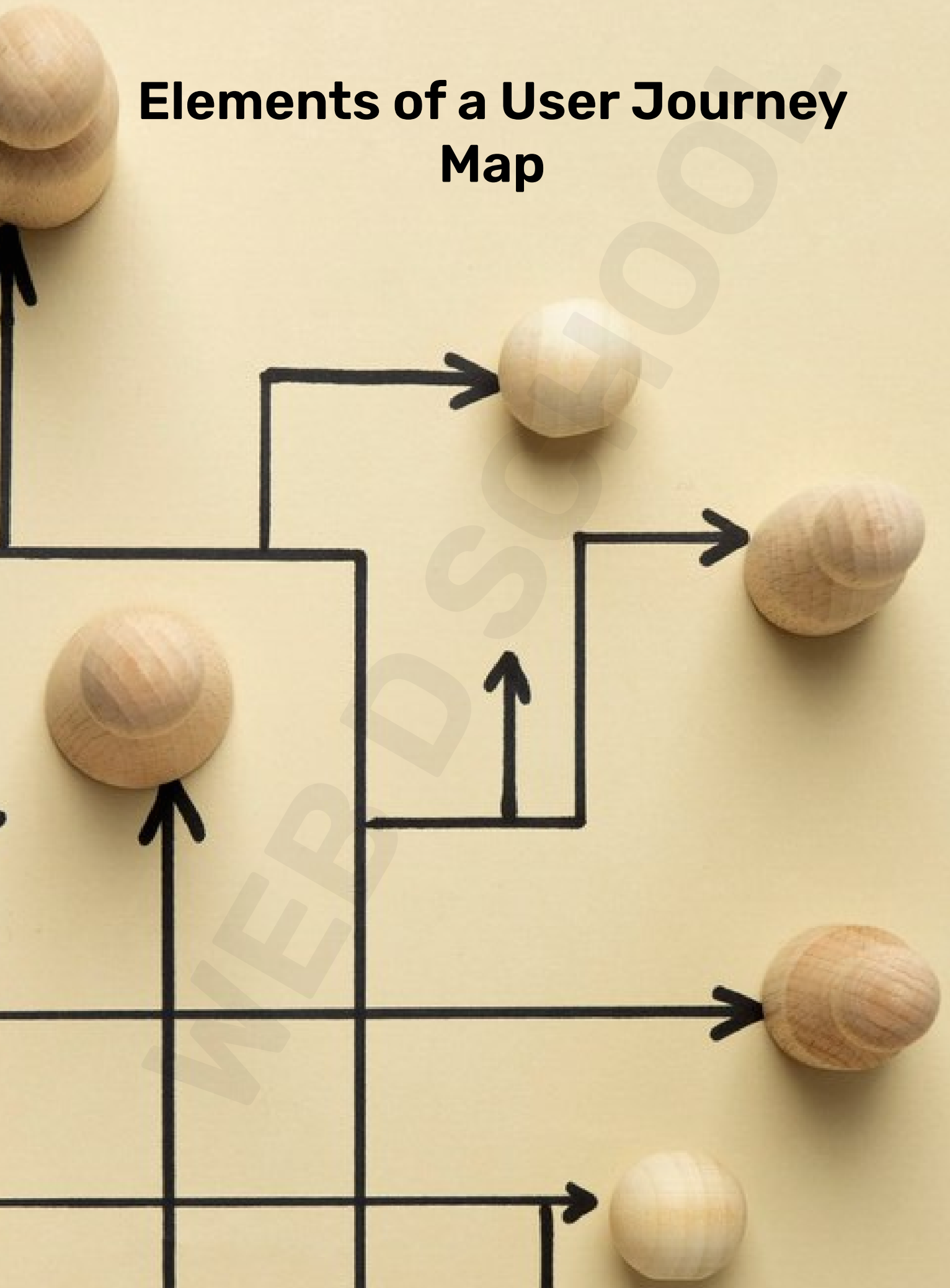




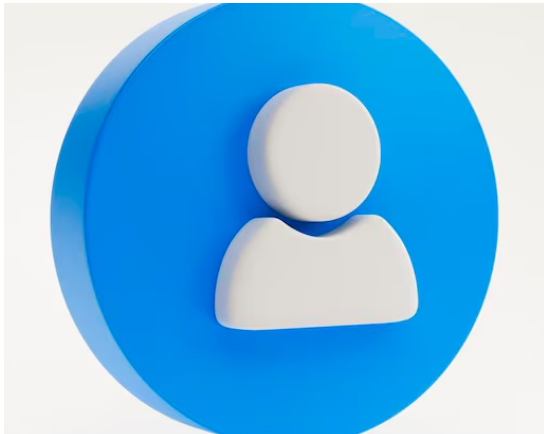
You can also create user journey maps at the ideation stage. Before developing new ideas, you might want to visualize them in action, mapping out potential user journeys to test their validity.

And, once you've created user journey maps, you can use them to guide you in the creation of **wireframes** and **prototypes**. Based on the steps mapped out in the user journey, you can see what touchpoints need to be included in the product and where.

# Elements of a User Journey Map



## User Persona



Each user journey map represents the perspective of just one user persona. Ideally, you will base your journey maps on **UX personas** that have been created using real user research data.

## A Specific Scenario

This describes the goal or task, the journey map is conveying. In other words, the scenario in which the user finds themselves.

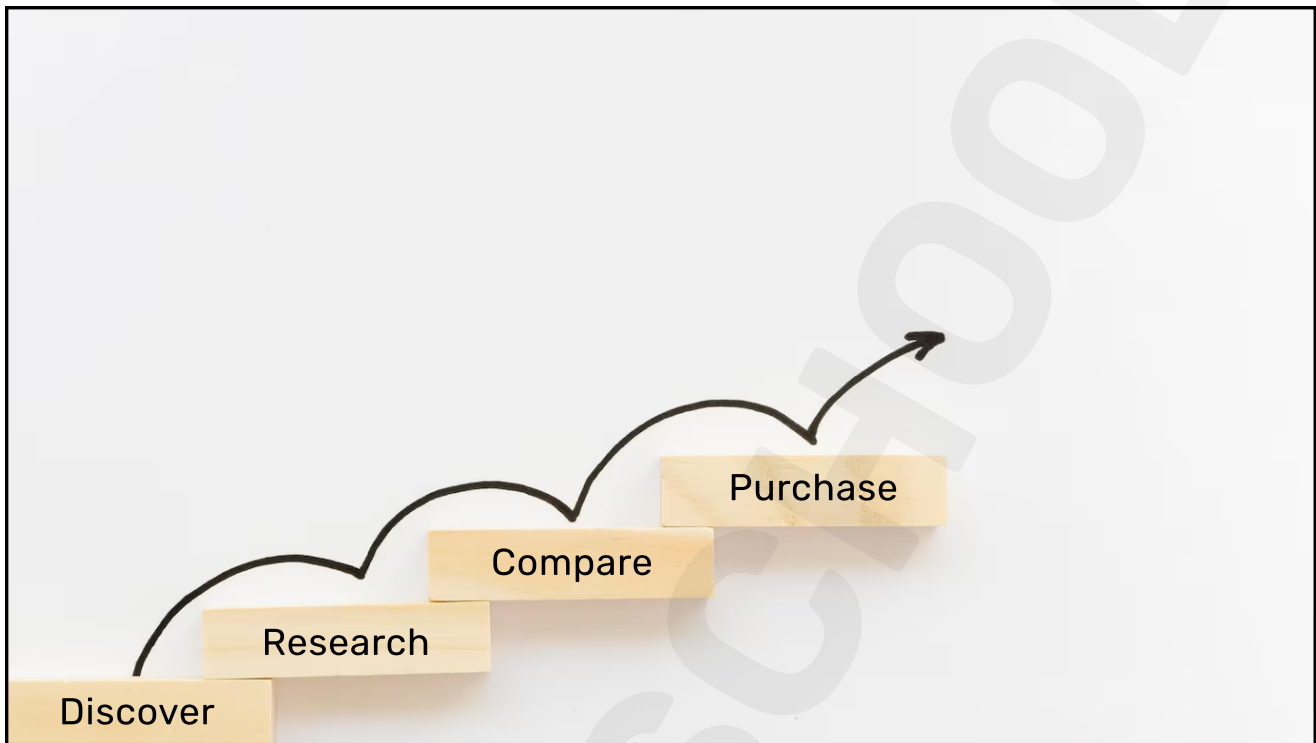
For example, finding a language exchange partner on an app or returning a pair of shoes to an e-commerce company.

## User Expectations



The goal of a user journey map is to see things from your **end user's perspective**, so it's useful to define what their expectations are as they complete the task you're depicting.

## High level stages or phases



You'll divide the user journey into all the broad, high-level stages a user goes through. Imagine you're creating a user journey map for the task of booking a hotel via your website.

The stages in the user's journey might be:

**Discover** (the user discovers your website)

**Research** (the user browses different hotel options)

**Compare** (the user weighs up different options)

**Purchase** (the user books a hotel).

## Touchpoints



Within each high-level phase, you'll note down all the touchpoints the user comes across and interacts with.

For example: the website homepage, a customer service agent, the checkout page.

## Actions



For each stage, you'll also map out the individual actions the user takes. This includes things like applying filters, filling out user details, and submitting payment information.

## Thoughts



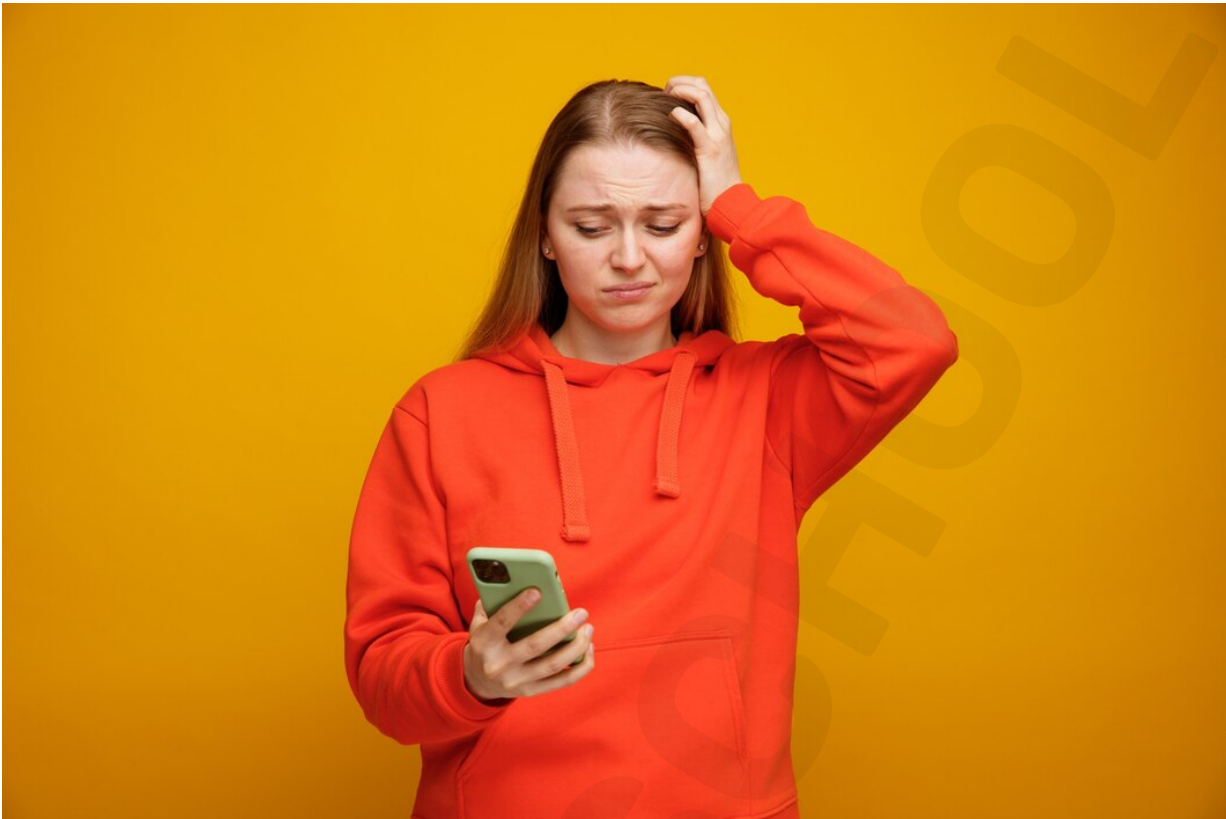
What is the user thinking at each stage? What questions do they have? For example: “I wonder if I can get a student discount” or “Why can’t I filter by location?”

## Emotions



How does the user feel at each stage? What emotions do they go through? This includes things like frustration, confusion, uncertainty, excitement, and joy.

## Pain Points



A brief note on any hurdles and points of friction the user encounters at each stage.

## Opportunities

Based on everything you've captured in your user journey map so far, what opportunities for improvement have you uncovered? How can you act upon your insights and who is responsible for leading those changes? The "opportunities" section turns your user journey map into something actionable.

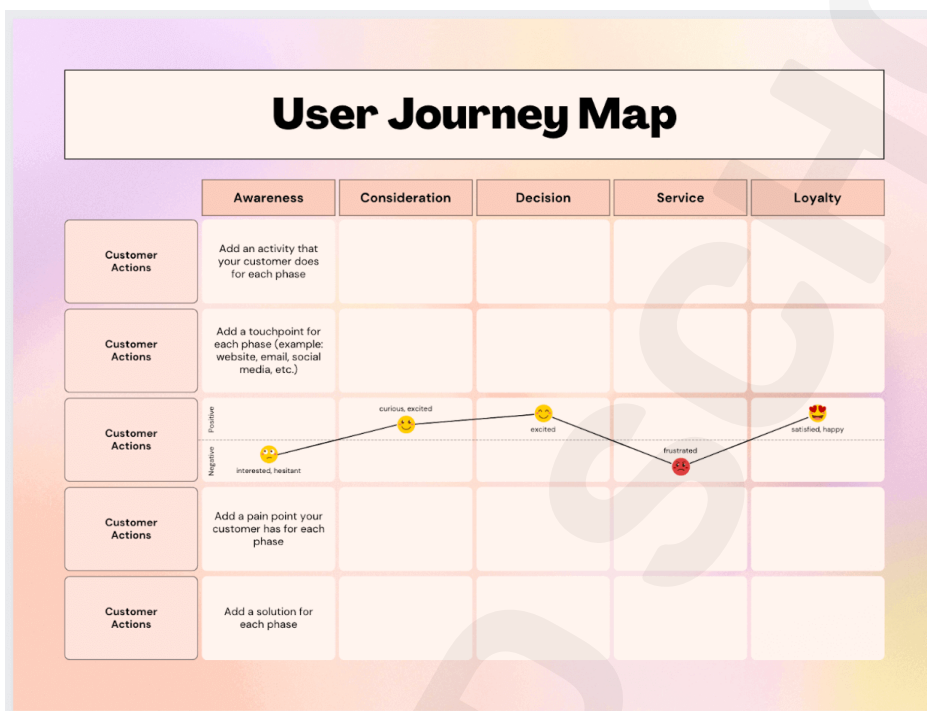


# How to create a User Journey Map?



## Choose a user journey map template

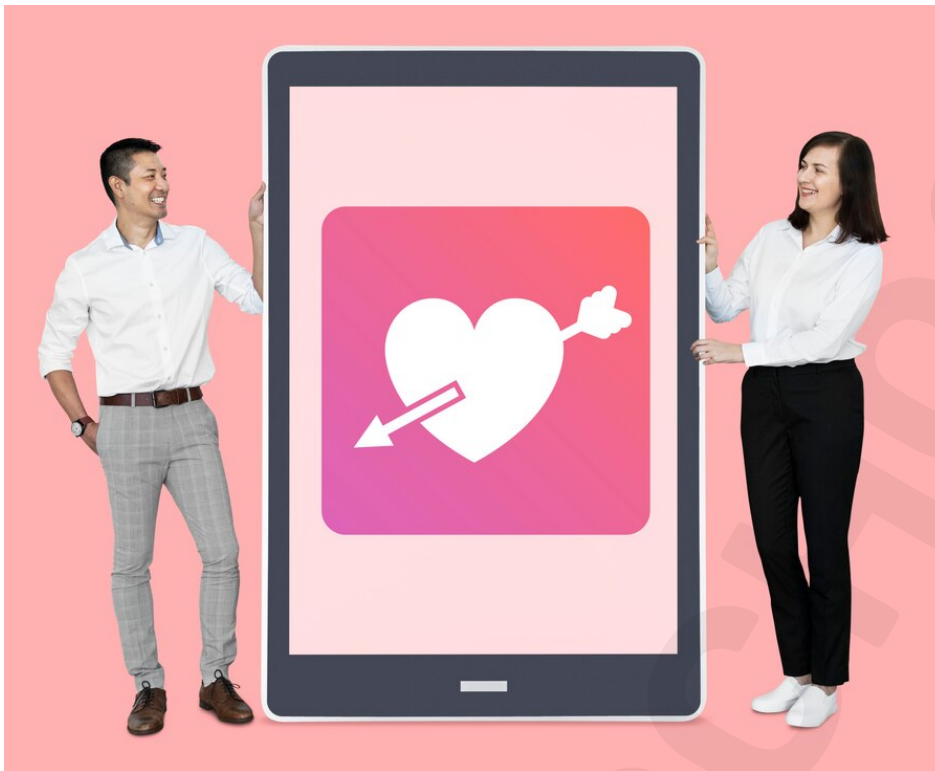
The easiest way to create a user journey map is to fill in a ready-made template. Tools like **Miro**, **Lucidchart**, and **Canva** all offer user/customer journey map templates that you can fill in directly or customize to make your own.



## Define your persona and scenario

Each user journey map you create should represent a specific user journey from the perspective of a specific user persona. So: determine which UX persona will feature in your journey map, and what scenario they're in. In other words, what goal or task are they trying to complete? Add details of your persona and scenario at the top of your user journey map.

## Outline key stages, actions, and touchpoints



Now it's time to flesh out the user journey itself. First, consider the user scenario you're conveying and think about how you can divide it into **high-level phases**. Within each phase, identify the actions the user takes and the touchpoints they interact with.

Take, for example, the scenario of signing up for a dating app. You might divide the process into the following key phases: **Awareness, Consideration, Decision, Service, and Advocacy**.

Within the Awareness phase, possible user actions might be: Hears about the dating app from friends, Sees an Instagram advert for the app, Looks for blog articles and reviews online.

## Fill in the user's thoughts, emotions, and pain-points



Next, step even further into your **user's shoes to imagine** what they may be thinking and feeling at each stage, as well as what pain-points might get in their way.

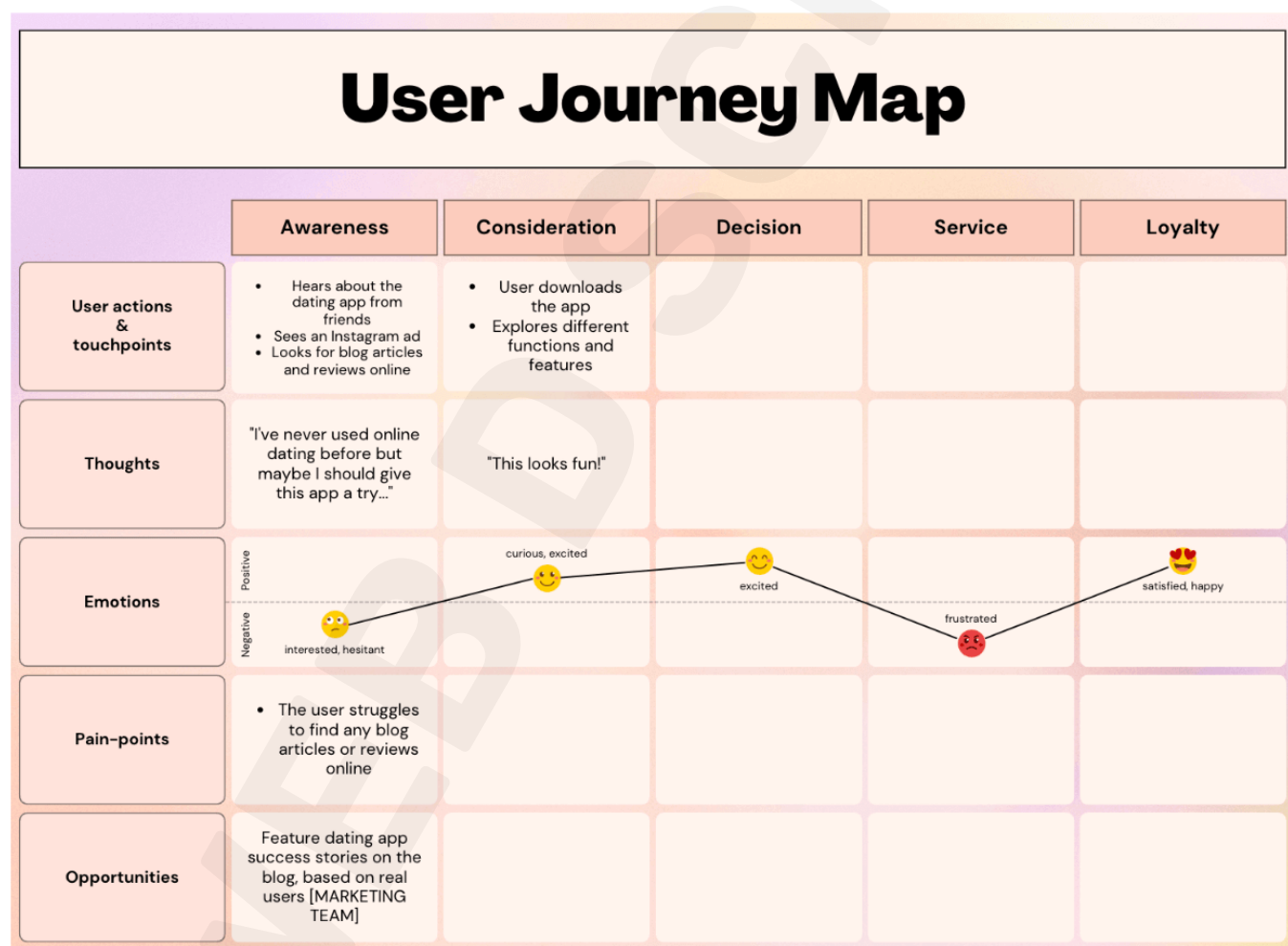
To continue with our dating app example, the user's thoughts during the Awareness phase might be: "I've never used online dating before but maybe I should give this app a try..."As they're new to online dating, they may be feeling both interested and hesitant.

While looking for blog articles and reviews, the user struggles to find anything helpful or credible. This can be added to your user journey map under "pain-points".

## Identify Opportunities

Now it's time to turn your user pain-points into opportunities. In our dating app example, we identified that the user wanted to learn more about the app before signing up but couldn't find any useful articles or reviews online. How could you turn this into an opportunity? You might start to feature more dating app success stories on the company blog.

Frame your opportunities as action points and state who will be responsible for implementing them.



Repeat the process for each phase in the user journey until your map is complete.

## Define action points and next steps



User journey maps are great for building empathy and getting you to see things from your user's perspective. They're also an excellent tool for communicating with stakeholders and creating a shared understanding around how different users experience your product.

Once your user journey map is complete, be sure to share it with all key stakeholders and talk them through the most relevant insights.

And, most importantly, turn those insights into clear action points. Which opportunities will you tap into and who will be involved? How will your user journey maps inform the evolution of your product? What are your next steps?

# Navigate the twists and turns of user experience with a well-charted journey map.

