



Intro to User Journey Maps for Building Better Websites

Cornell Drupal Camp 2016 • #DrupalCampCU • @anthonydpaul



Which design is better? Which cost more?



Both are inappropriate in context (props to Jeff Patton for the cake metaphor)

Websites work the same.

Who is it for?

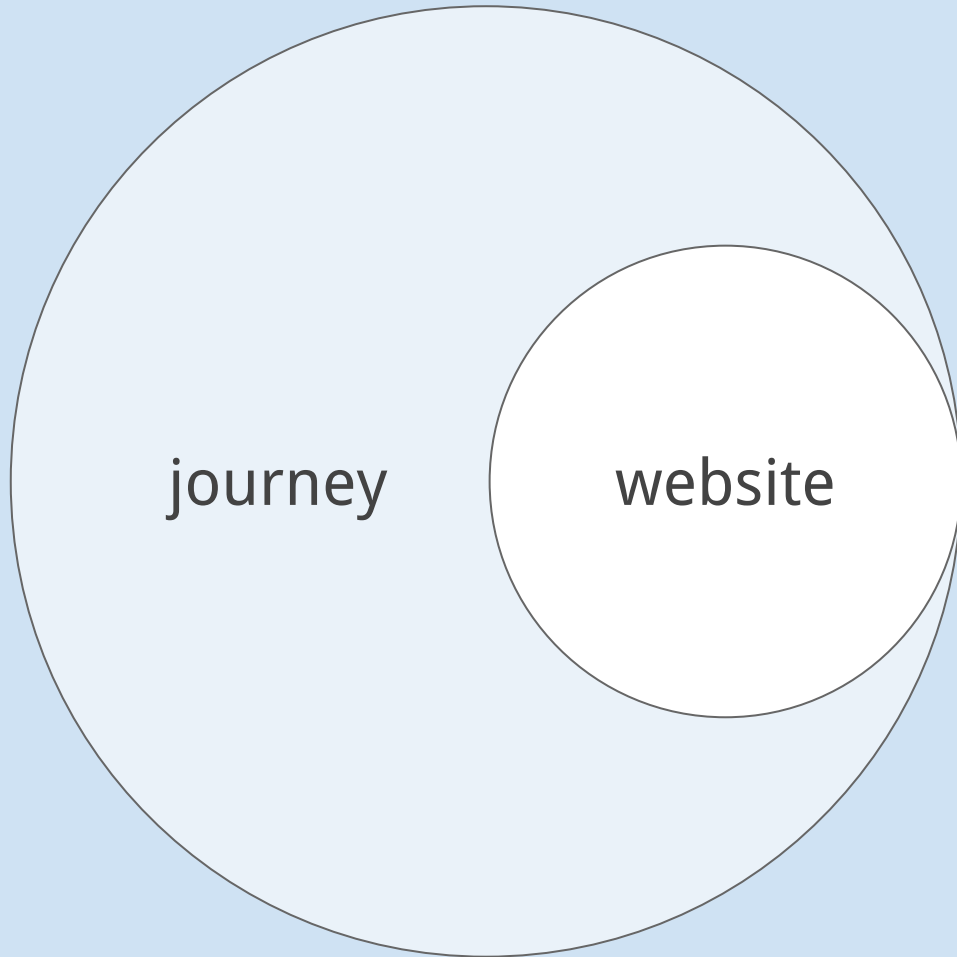
Where are they using it?

How does it fit into their life?

All of this affects the type of ~~cake~~ website we make.



website



journey

website

journey

website

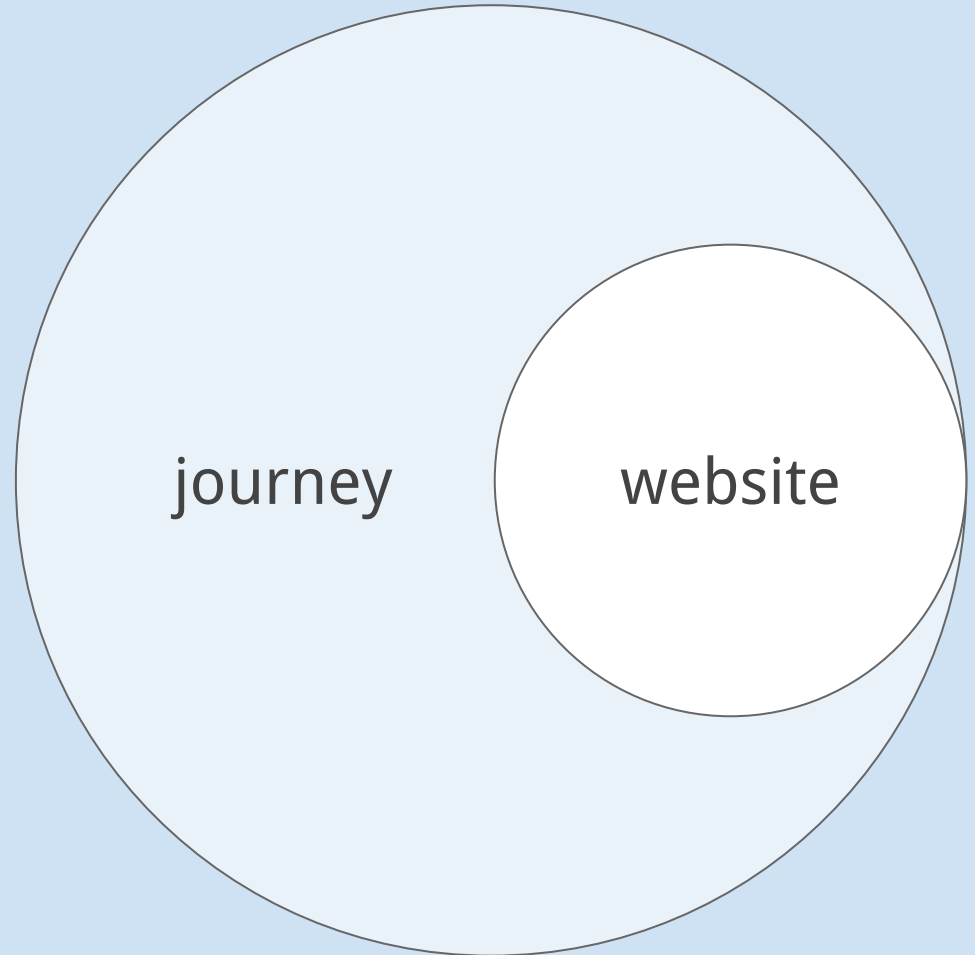
People are complex

Thoughts and decisions

Tasks to perform

Discovery and advancement

Motivations and anxieties



idfive

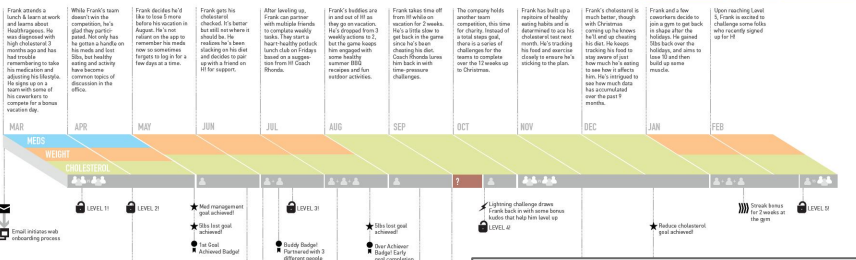
Anthony D Paul

Director of User Experience

@anthonydpaul

PLAYER JOURNEY

FRANK
43, Call Center Manager, Family Man
Recently diagnosed with high cholesterol



GAME HIGHLIGHTS

DATE	EVENTS
MAR	Goal: Lose 5kg in 3 weeks. Action: Walk 3000 steps daily.
APR	Goal: Eat 5 servings of fruit daily. Action: Buy fruit for kids.
MAY	Goal: Spend 1 hour on exercise 3 times a week. Action: Walk with dog.
JUN	Goal: Spend 15 minutes on family time daily. Action: Family walk.
JUL	Goal: Cholesterol level < 200. Action: Cholesterol check.
AUG	Goal: New ActiveXer budget. Action: Set budget.
SEP	Goal: New ActiveXer budget. Action: Set budget.
OCT	Goal: Lightning challenge. Action: 1000 steps in 10 mins.
NOV	Goal: New ActiveXer budget. Action: Set budget.
DEC	Goal: Spooky challenge. Action: 1000 steps in 10 mins.
JAN	Goal: Lose 10kg in 3 months. Action: Walk 5000 steps daily.
FEB	Goal: Healthy eating. Action: Buy fruit for kids.

SCHEDULED NOTIFICATIONS

DATE	NOTIFICATION
MAR 15	Mobile medication reminder is buggy.
FRI 22	End of week challenge.

SAMPLE ACTION PLANS & KIDDY SCORES

WEEK 1 (MAR)	WEEK 2 (APR)	WEEK 3 (MAY)	WEEK 4 (JUN)
<ul style="list-style-type: none"> Take medication when reminded by 10 media app Walk 2000 steps per day (30 mins consistency) Buy 5 slices of fruit 	<ul style="list-style-type: none"> Take medication when reminded by 10 media app Walk 2000 steps per day (30 mins consistency) Play 15 mins with the kids 	<ul style="list-style-type: none"> Cholesterol healthy this week Go for a 5-mile bike ride Healthy snack lunch (fruit, nuts, seeds) 	<ul style="list-style-type: none"> Healthy this week Saves for food

מדפוס

GADGETS: Pedometer, Wireless Scale in Office, Smartphone
GOALS: **100% Step Achievement, Lose Weight, Reduce Cholesterol**

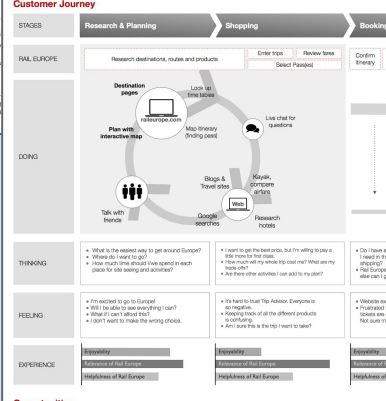
Frank's journey is a mix of challenges and triumphs. He starts with a goal to lose 5kg in 3 weeks, which he achieves by walking 3000 steps daily. In April, he sets a goal to eat 5 servings of fruit daily, which he achieves by buying fruit for his kids. In May, he aims to spend 1 hour on exercise 3 times a week, which he achieves by walking with his dog. In June, he wants to spend 15 minutes on family time daily, which he achieves by family walks. In July, he checks his cholesterol level, which is 200. In August, he sets a new ActiveXer budget, which he achieves by setting a budget. In September, he sets another new ActiveXer budget, which he achieves by setting a budget. In October, he completes a lightning challenge, which he achieves by walking 1000 steps in 10 minutes. In November, he sets another new ActiveXer budget, which he achieves by setting a budget. In December, he completes a spooky challenge, which he achieves by walking 1000 steps in 10 minutes. In January, he aims to lose 10kg in 3 months, which he achieves by walking 5000 steps daily. In February, he focuses on healthy eating, which he achieves by buying fruit for his kids.

Rail Europe Experience Map

Guiding Principles

- People choose rail travel because it is convenient, easy, and flexible.
- Rail booking is only one part of people's larger travel process.
- People build their travel plans over time.
- People value service that is respectful, effective and personable.

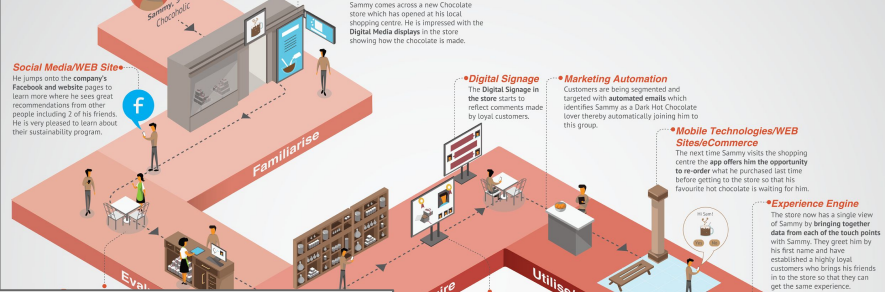
Customer Journey



Opportunities

Opportunity	How we can help
Communicate a clear value proposition.	Help people get the help they need.
Support people in creating their own plans.	Enable people to plan over time.
Visualize the trip for planning and booking.	Arm customers with information for making decisions.
Accommodate planning and booking in Europe ten.	Improve the paper ticket experience.

Digital Experience Journey

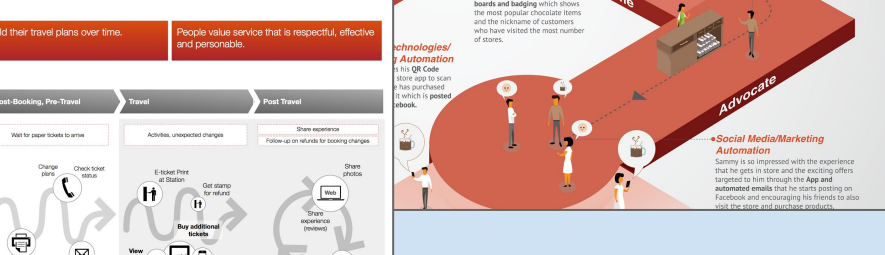


Social Media/WEB Site: He jumps onto the company's Facebook and website pages to learn more where he sees great recommendations from other people including 2 of his friends. He is very pleased to learn about their sustainable program.

Marketing Automation: Customers are being targeted and targeted with automated emails which identifies Sammy as a Dark Hot Chocolate lover thereby automatically joining him to this group.

Mobile Technologies/WEB Sites/Commerce: The next time Sammy visits the shopping centre the app offers him the opportunity to re-order what he purchased last time before getting to the store so that his favourite hot chocolate is waiting for him.

Experience Engine: The store now has a single view of Sammy by bringing together data from each of the touch points with Sammy. They greet him by his first name and have established a highly loyal customer who brings his friends in to the store so that they can get the same experience.



Gamification: Gamification is used to drive increased sales through leader boards and badging which shows the most popular chocolate items and the inclination of customers who have visited the most number of stores.

Technologies/Automation: In his QR Code store app he scans his purchase of 1 which is posted about.

Social Media/Marketing Automation: Sammy is impressed with the experience that he gets in store and the exciting offers targeted to him through the App and automated emails that he starts posting on Facebook and encouraging his friends to also visit the store and purchase products.

Don't assume you need this

Documentation is disposable.

Document to ask and answer questions—to gain shared understanding.

- | | |
|------------------------|--------------------------------------|
| 1. Who | Audience groups |
| 2. Why | Motivations, anxieties, influencers |
| 3. What / How | Decisions, tasks |
| 4. When / Where | Devices, scenarios, entrances, exits |

Use any fidelity to ask questions and provide answers



Sources for Audience Information

Interviews with clients and subject matter experts (SMEs)

Pros: Usually easy to access

Cons: Can introduce stereotypes

Can pit internal politics (ranking opinions)

Interviews with customers (users)

Pros: Best source of qualitative stories

Cons: Needs a diverse sampling

Can be a headache to get access and organize

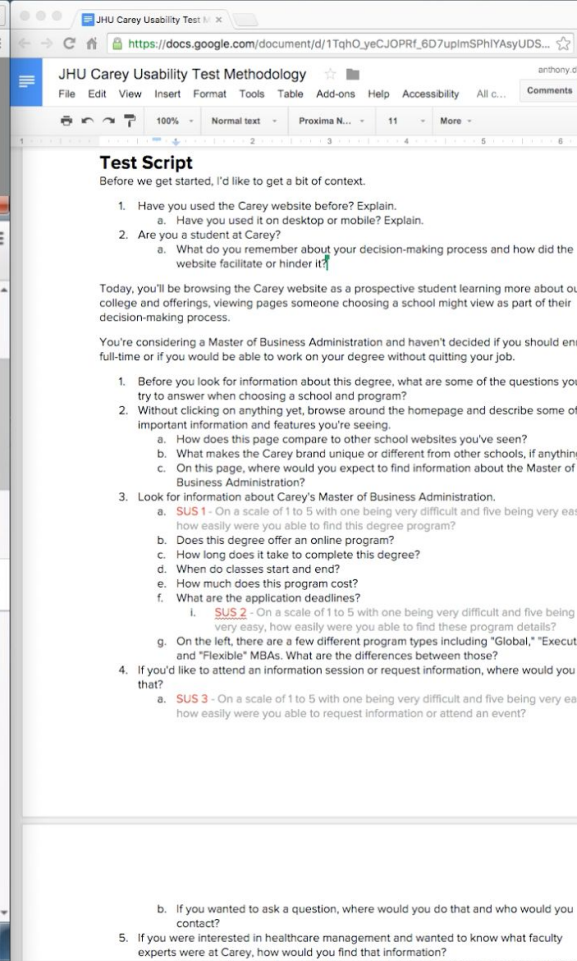
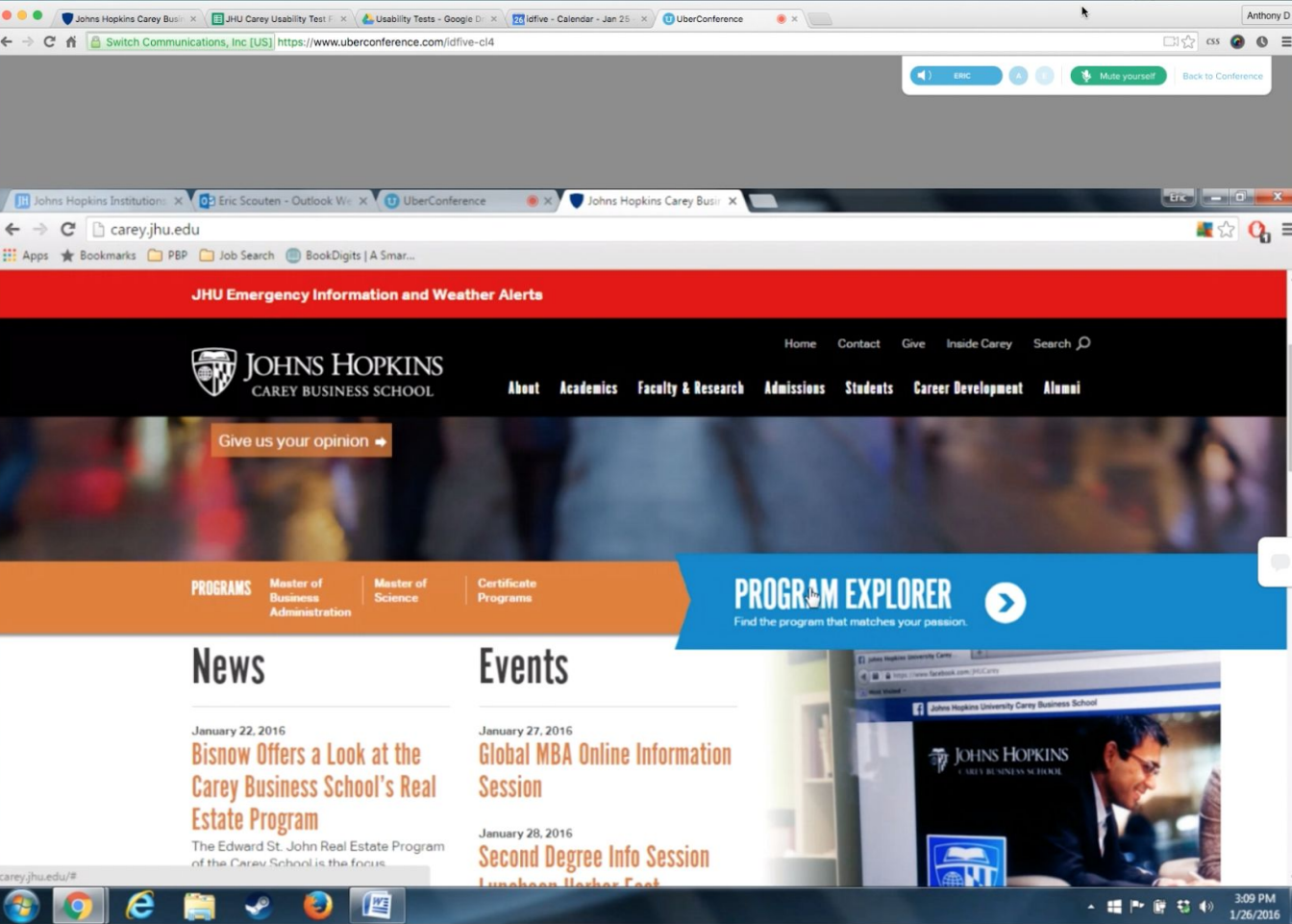
Usability tests with customers (users)

Pros: Best source of qualitative stories

Shortcut to recommendations

Cons: Needs a diverse sampling

Can be a headache to get access and organize



Usability test today's site

Survey data

Pros: Great quantitative content

Cons: Needs a diverse sampling

Needs to be analyzed

Web analytics

Pros: Easy to access (if it exists)

Cons: Ambiguous, lacks context

Need to be analyzed

🔍 Search reports & help

User Explorer

May 16, 2016 - Jun 15, 2016

Email Export Add to Dashboard Shortcut

All Users
100.00% Users

+ Add Segment

User Explorer

Client Id	Sessions	Avg. Session Duration	Bounce Rate	Revenue	Transactions	Goal Conversion Rate
1. 1844979511.1460901532	24 (0.07%)	00:01:13	8.33%	\$0.00 (0.00%)	0 (0.00%)	0.00%
2. 736444004.1447804913	23 (0.07%)	00:14:27				
3. 25469572.1462468837	20 (0.06%)	00:09:16				
4. 1358409868.1444005916	18 (0.06%)	00:05:13				
5. 1066736456.1460339657	16 (0.05%)	00:02:05				
6. 2038692728.1461672832	16 (0.05%)	00:03:13				
7. 380479637.1452613219	16 (0.05%)	00:06:11				
8. 1424502023.1465785470	14 (0.04%)	00:13:39				
9. 316512003.1462379474	14 (0.04%)	00:05:58				
10. 32221638.1462392900	14 (0.04%)	00:02:21				
11. 2063336767.1444682505	13 (0.04%)	00:07:24				
12. 1073231615.1465829841	12 (0.04%)	00:08:56				
13. 1762011502.1461980065	12 (0.04%)	00:03:29				
14. 326241038.1463526767	12 (0.04%)	00:45:16				
15. 1013054160.1464893304	11 (0.03%)	00:05:11	9.09%	\$0.00 (0.00%)	0 (0.00%)	0.00%
16. 1638983447.1465915843	11 (0.03%)	00:04:31	27.27%	\$0.00 (0.00%)	0 (0.00%)	0.00%
17. 1670938191.1410026726	11 (0.03%)	00:02:41	90.91%	\$0.00 (0.00%)	0 (0.00%)	0.00%
18. 1833778427.1465812604	11 (0.03%)	00:07:18	9.09%	\$0.00 (0.00%)	0 (0.00%)	0.00%
19. 1919420392.1465717918	11 (0.03%)	00:01:34	81.82%	\$0.00 (0.00%)	0 (0.00%)	0.00%
20. 245768975.1451501916	11 (0.03%)	00:10:37	54.55%	\$0.00 (0.00%)	0 (0.00%)	0.00%
21. 441696082.1458607208	11 (0.03%)	00:02:37	9.09%	\$0.00 (0.00%)	0 (0.00%)	0.00%
22. 495895367.1454944846	11 (0.03%)	00:17:21	54.55%	\$0.00 (0.00%)	0 (0.00%)	0.00%
23. 539383271.1447464427	11 (0.03%)	00:02:05	18.18%	\$0.00 (0.00%)	0 (0.00%)	0.00%
24. 936471257.1428625942	11 (0.03%)	00:00:55	18.18%	\$0.00 (0.00%)	0 (0.00%)	0.00%

Sessions ?



Avg. Session Duration ?

24 (0.07%)

00:01:13

23 (0.07%)

00:14:27

20 (0.06%)

00:09:16

18 (0.06%)

00:05:13

Show rows: 25 Go to: 1 1 - 25 of 10001

Google Analytics > Audience > User Explorer



Client Id

279816409.1456966383



Acquisition Date
Jan 02, 2016



Acquisition Channel
Organic Search



Device Category
desktop

[Return to User Explorer Report](#)

2

Sessions

00:10:26

Session Duration

Filter by

Create Segment

4 selected

Sort by

Descending

Mar 15, 2016

22

<input type="checkbox"/>		7:01 PM	Viewed Mathematics
<input type="checkbox"/>		7:01 PM	Viewed Computer Science & Technology
<input type="checkbox"/>		7:01 PM	Viewed Science & Engineering
<input type="checkbox"/>		7:00 PM	Viewed Honors Biology
<input type="checkbox"/>		7:00 PM	Viewed Advanced Placement
<input type="checkbox"/>		7:00 PM	Viewed Mathematics
<input type="checkbox"/>		6:59 PM	Viewed Arabic Language, Intermediate, Part I
<input type="checkbox"/>		6:59 PM	Viewed Arabic Language, Basic, Part III
<input type="checkbox"/>		6:58 PM	Viewed Arabic Language, Basic, Part II
<input type="checkbox"/>		6:58 PM	Viewed Arabic Language, Intermediate, Part I

Google Analytics > User Explorer

Market reports

Pros: Often does the work for you

Cons: Level of specificity is hit and miss

May or may not map to your segments



All Images News Maps Videos More ▾ Search tools

About 92,500 results (0.69 seconds)

[PDF] [2015 Fall Enrollment Summary Results - American Camp Association](#)

www.acamp.org/.../2015-ACA-Fall-Enrollment-Summ... ▾ American Camp Association ▾

44 percent of camps reported that 2015 summer enrollment was the highest in the last ... Camps were asked to report the top two enrollment and staff recruitment ...

[PDF] [foundation for jewish camp summer 2015—census report - JData](#)

<https://www.jdata.com/.../Overnight%20Camp%20Report%20Summer%202015.pdf> ▾

www.jdata.com. FOUNDATION FOR JEWISH CAMP. SUMMER 2015—CENSUS REPORT. ENROLLMENT. Table 1: Enrollment by Size of Camp (Summer 2015) ...

[PDF] [Expense Report - Camp Sylvester](#)

www.campsylvester.org/4-H-camp-workbook.pdf ▾

Come See What's Fun, at 4-H Summer Camp Campers participate in a variety of ... Registration Report' and May 7, 2012 a 'Final-Registration Report' will be ...

[PDF] [District #303 Camp Corron 2016 - Ferson Creek Elementary School](#)

fersoncreek.d303.org/.../Summer%20Camp%20Brochure%202016%20Reformat.pdf ▾

To report an absence please call the Summer Camp office at (331) 228-6900 ... A signed and completed registration form, emergency information and discipline ...

[PDF] [summer camp - VillaSport](#)

https://www.villasport.com/cs/images/brochures/CS_SummerCamp.pdf ▾

For best results,
a blend of info sources



Example Documents

1. Who

Audience groups

2. Why

Motivations, anxieties, influencers

3. What / How

Decisions, tasks

4. When / Where

Devices, scenarios, entrances, exits

Define and prioritize

Audience Types

There are several types of website users, defined by a variety of tasks and levels of engagement. The following is our understanding of each audience type and their related tasks.

Primary

The focus of our goals, from whom we want increased engagement.

1. First-time Guests
2. Visiting Parents and Grandparents
3. Individual Donors
4. Catered Event Planners

Secondary

Those we want to continue to support, but who aren't driving our goals.

5. Educators and School Groups
6. Party/Overnight Planners (includes troop leaders)
7. Social Community Followers
8. Media
9. Corporate Sponsors



1. First-time Guests *(primary)*

This user is most often invited or referred by a friend or family member. They're looking for first-time content like parking, pricing, and dining information, though they may become interested in discount, traveling exhibit, and other promotional content.

This user includes Harbor Pass holders who may not have been aware of this museum.

Sources

- Friends and family (incl. birthday party invites)
- Search (Google)
- Home page

Looking for

- Local dining
- Parking
- Hours
- Upcoming events/exhibits
- FAQs
- Tickets/Pricing



2. Visiting Parents and Grandparents *(primary)*

This user may or may not be a repeat visitor to the museum, but is generally more informed about the museum than a first-time guest. They've attended themselves, or have had someone close to them attend. They're using the site to get tickets, look for coupons, or check current exhibits.

Sources

- Home page
- Newsletter
- Social media

Looking for

- Hours
- Upcoming events
- Coupons/Discounts
- Tickets/Pricing/Membership
- Current exhibits

1. Who

Audience groups

2. Why

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Audience class: Learners

Tasks user wants to accomplish:	<ul style="list-style-type: none">• Learn what a threat is• Learn how to spot a threat• Learn how to report• Follow threat news
Tasks we want user to accomplish:	<ul style="list-style-type: none">• Dispel myths• Learn importance of reporting
Motivations:	<ul style="list-style-type: none">• Not sure what is suspicious/reportable• Want to be prepared in event of incident• Affected by previous threat• Interested in advocacy/training of others
Anxieties:	<ul style="list-style-type: none">• (none)
Connect with user by:	<ul style="list-style-type: none">• Enforcing threat of unreported incidents• Assuring reports do not imply guilt• Forgiving over-reporting• Promoting safety/anonymity in reporting
This user influences/motivates:	<ul style="list-style-type: none">• Other Learners to learn• Other Reporters to report
This user is influenced/motivated by:	<ul style="list-style-type: none">• Security professionals to learn• Reporters asking for advice, to learn• Other Learners to learn
Primary connection time:	<ul style="list-style-type: none">• During working hours



Audience types (with motivations, anxieties, influencers)



JENNIFER DAVIS, 38
PROGRAM MANAGER

Ft. Leavenworth; Leavenworth, Kansas

SITUATION: Jennifer reported incidents before, but has historically had difficulty accessing field offices. When she is told about the new AKP website, she is skeptical of its convenience and curious if the reporting process has changed or improved. She visits the website in the afternoon, between other tasks.



CLASS: LEARNERS

Entry point:	<ul style="list-style-type: none">• Peer word of mouth
Tasks user wants to accomplish:	<ul style="list-style-type: none">• Learn how to report• Follow threat news
Tasks we want user to accomplish:	<ul style="list-style-type: none">• Dispel myths• Learn importance of reporting
Motivations:	<ul style="list-style-type: none">• Affected by previous threat• Interested in advocacy/training of others
Anxieties:	<ul style="list-style-type: none">• (none)
Connect with user by:	<ul style="list-style-type: none">• Promoting safety/anonymity in reporting• Maintaining up-to-date and pertinent content
This user influences/motivates:	<ul style="list-style-type: none">• Other Learners to learn
This user is influenced/motivated by:	<ul style="list-style-type: none">• Security professionals to learn• Other Learners to learn
Primary connection time:	<ul style="list-style-type: none">• Afternoon

Individual persona

1. Who

Audience groups

2. Why

Motivations, anxieties, influencers

3. What / How

Decisions, tasks

4. When / Where

Devices, scenarios, entrances, exits










Determine order, optional, and required

Jennifer Davis (class: Learners)



SITUATION:

Jennifer has had to report incidents before, but has historically had difficulty accessing field offices. When she is told about the new AKP website, she is skeptical of its convenience and curious if the reporting process has changed or improved. She visits the website in the afternoon, between other tasks.

 HOME	ENTRANCE POINT: Browsing to the homepage directly, Jennifer jumps directly into the reporting instructions to see if this is more or less effort.
 LIGHT BULB	Immediately, she finds the primer questions on the validity of the report to be helpful. In the past, she has known that best practice is to report if you are unsure, but she also didn't want to waste anyone's time. The guiding questions will certainly ease that.
 QUICK SCAN	Clicking around the site to see what else is there, she also sees a prompt to locate her nearest CI agent as an alternate.
 MAP	Using the interactive map, she pretends she is in one of her past deployment locations and finds a CI agent nearby but not exactly easy to get to. She realizes how useful the website will be for herself and others in the event of a CI agent not being available.
 EMAIL	RETURN TRAFFIC ACTION: Jennifer has to get back to work, but she emails her team to let them know about the new website.
 CONVERSATION	ENTRANCE POINT: Later, in conversation, Jennifer is telling a new recruit about the website. They swing by her desk and she pulls up the website.
 HOME	She is browsing around, showing him some of the important areas for grabbing useful information.
 PDF	In the resources area, she opens a couple of printable documents with lists of reportable signs and reminders that reporting is the right thing to do, to protect yourself, your friends, and your country.
 PRINTER	RETURN TRAFFIC ACTION: She prints these documents for the recruit she is with and he expresses interest in browsing the website himself at a later time.

User scenario

Prospective advertiser journey

A website is conversational. User's walk through a series of questions as they become familiar with what your website is, how it benefits them, and how to begin. Identify questions users are asking, to do a better job of answering them.

1 MEET AND GREET

What is the Preferred Partner Program?

- Why do I need it?
- How's [redacted] different/better than others'?

2 PERSONALIZE VALUE

How can [redacted] help businesses like ours?

- What benefits should I expect?
- How will [redacted] partners make me look good?

3 EMPOWER ACTION

How do I get started?

- Which partners are right for me?
- Who can I talk to?
- How do I convince my boss?

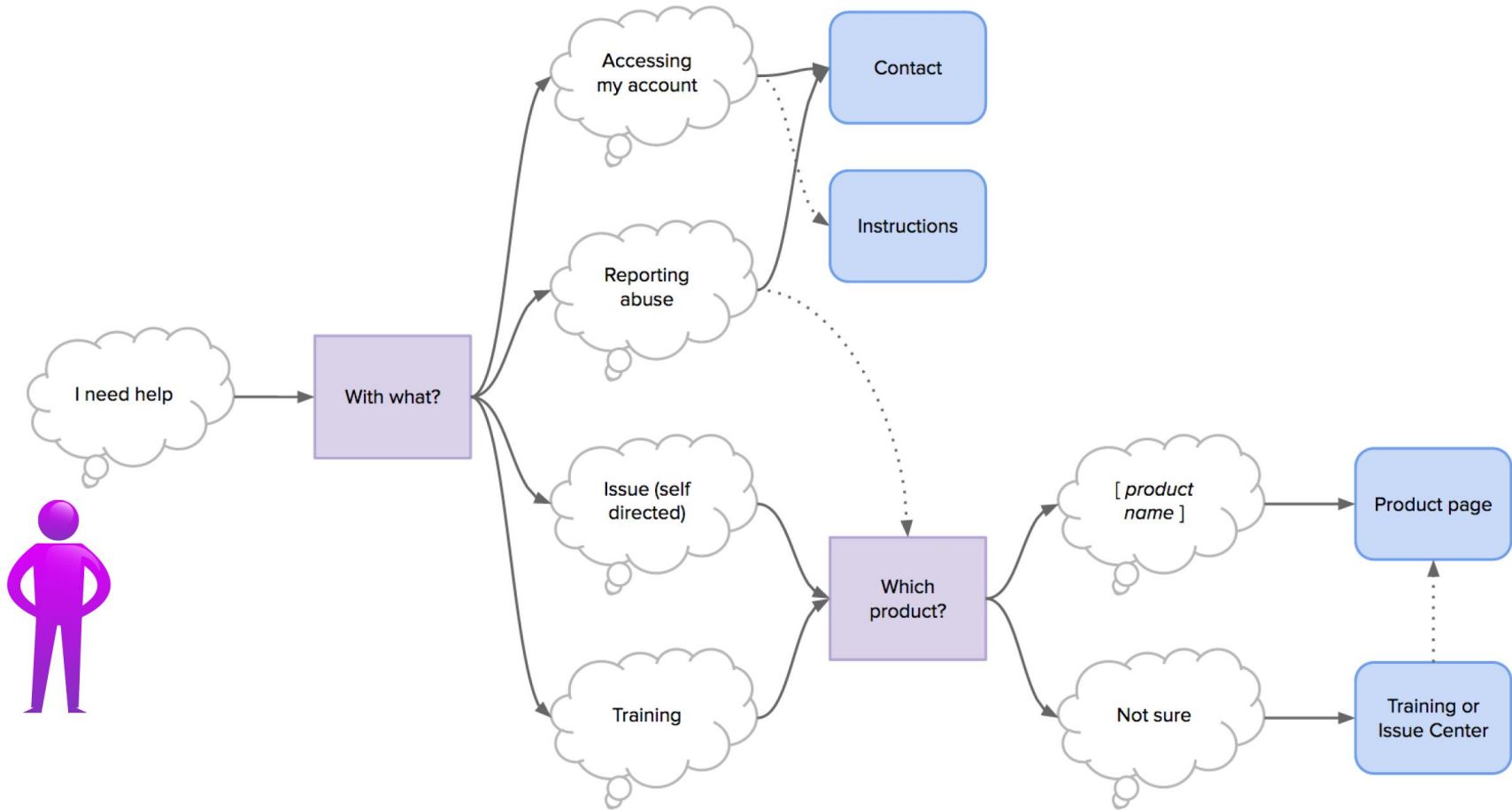
4 OUTGROW "CUSTOMER"

Can we become a Preferred Partner?

- What benefits would we get?
- How do we become a Preferred Partner?



Decision phases



Decision flow with UI conversations



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Mar 15, 2016

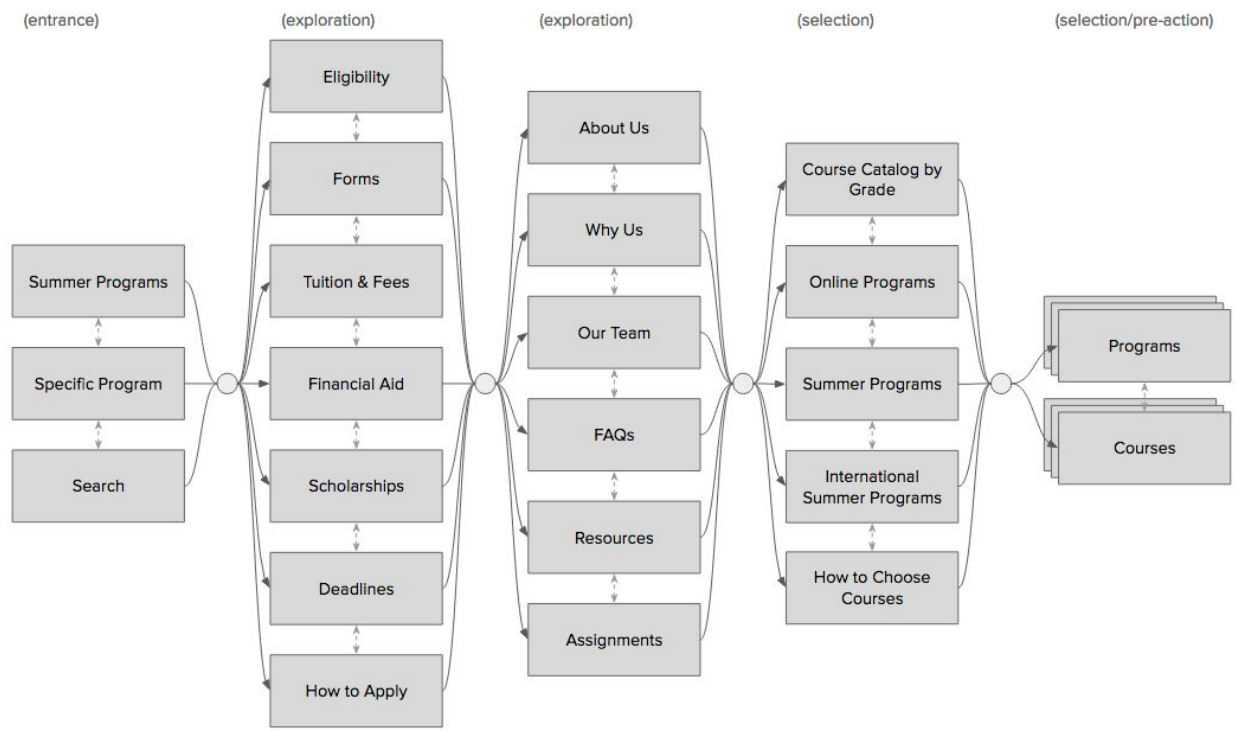
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<input type="checkbox"/>		6:58 PM	Viewed Arabic Language, Basic, Part II
<input type="checkbox"/>		6:58 PM	Viewed Arabic Language, Intermediate, Part I

Google Analytics > User Explorer

user type
task
visits
sample size

Prospect Parent
learn about the camp and application process, then research course catalog
2, same day or next day revisit
9



Session flow map

1. Who

Audience groups

2. Why

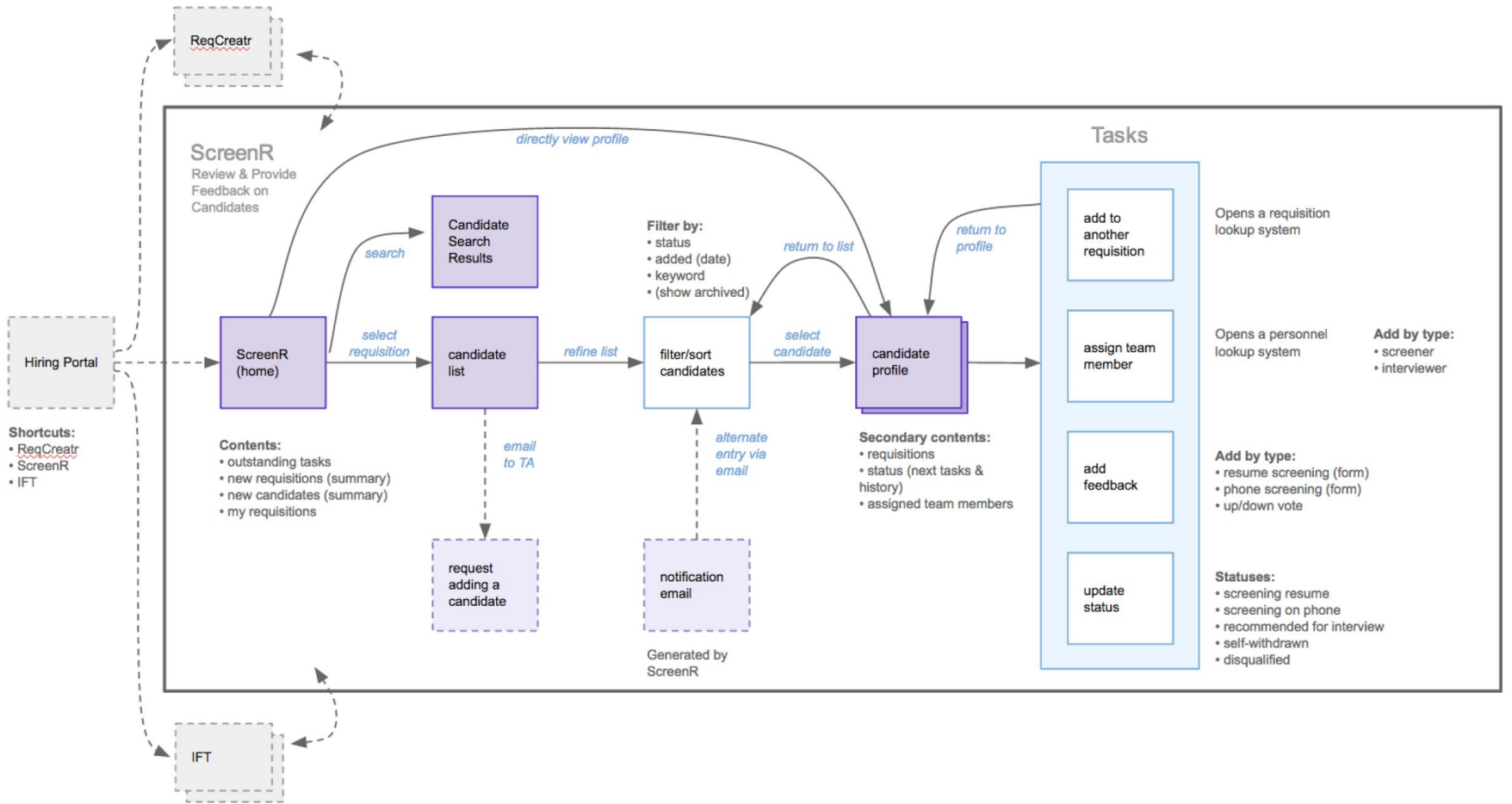
Motivations, anxieties, influencers

3. What / How

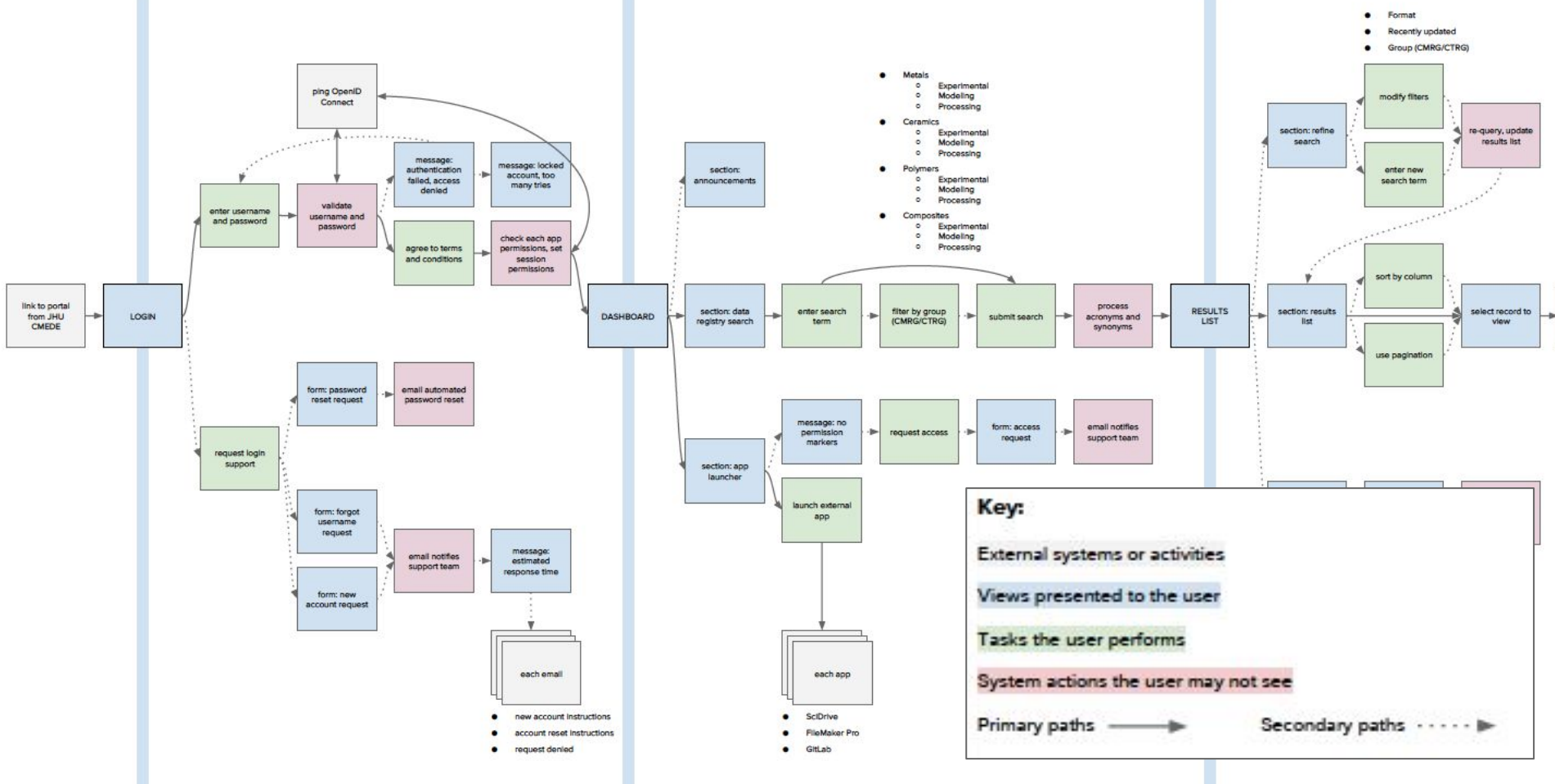
Decisions, tasks

4. When / Where































Devices, scenarios, entrances, exits



High-level ecosystem flow (email, 3rd-party systems)



Detailed ecosystem flow (login validation)

						red zone			
Activity	Appt. Scheduling	Pre-visit data collection	Check-in	Observation "Rooming"	Clinical records (re) review	Exam & Procedures	Assessment, problems, plans & orders	Clinical Documentation	Billing
	 Admin / Support	 Patient  MA (Medical Asst)	 Admin / Support	 MA (Medical Asst)	 Physician			 Physician  Admin / Support	 Physician  Admin / Support
Data	Establish an appointment <ul style="list-style-type: none"> Date Time Type Reason 	Patient Provide physician's office with clinical history <ul style="list-style-type: none"> Demographics DOB, Address, & Phone Medical History Family History Social History Allergies Medications MA Aggregate previous encounter data and any new 'results'	Check patient in for visit. Validate: <ul style="list-style-type: none"> Demographics DOB, Address, & Phone Personal Provider Primary Care Provider Insurance HIPAA 	Clinical observation, data capture, & validations <ul style="list-style-type: none"> Reason for visit (detail) Vitals Allergies Medications Preventative Immunizations 	Review of relevant clinical records and current situation <ul style="list-style-type: none"> Active Problems Completed "Rooming" data (reason, vitals, meds, problems) Previous Assessments & Plans Encounter History Labs Images Outside / external records Health information exchange 	In-person consultation, exam, and required procedures <ul style="list-style-type: none"> Patient History History of Present Illness Physical Exam Review of Systems Specialized Exams (eg, Foot exam, Gynecological Eval, other) 	Discuss assessment and plan, place orders <ul style="list-style-type: none"> Assessment, Plan and Goals Add / Edit "Problems" Orders: <ul style="list-style-type: none"> Medications Preventative Services Vaccinations Referrals: Dietary, Physical / OT, Specialists, Home nursing care, Social services Imaging Labs Follow-up Visits (or Phone Calls) Procedures / Specialized testing. Patient education Communication Plan 	Complete clinical visit information <ul style="list-style-type: none"> Reason for Visit Histories (med, fam, social) History of Present Illness Physical Exam Review of Systems Specialized Exams Assessment Problems Procedures Plan 	Complete Billing codes based on assessment & procedures <ul style="list-style-type: none"> Visit Type Level of Service Diagnoses Procedures Supplies
Apps	 Appointment Worksheet  Provider Schedule	 My Marshfield Clinic (planned)  Document Manager	 Reception (Check-in)	 Patient Dashboard  Clinical Observation Entry (Vitals)  Clinical Patient Encounter (Allergies)	 Patient Dashboard  CMR (combined medical record)  Medications Manager	 Patient Dashboard  Provider Worksheet  Document Manager	 Provider Worksheet  eComm (Orders)  Medications	 Document Manager	 Mecca (Billing)



Example Project



Summer Camp Website



Define and prioritize groups

- Parents
- School groups and educators
- New camp counselors
- Sponsors/Donors/Partners
- *Extra credit* = Content administrators

Take one group and document “why”

New Camp Parents

- Want child to learn during summer (motivation)
- Heard about camp from a friend (entrance)
- Find site via Google (entrance)
- May have a budget (anxiety)

Document decisions

New Camp Parents

- How is this camp different?
- Are we eligible? Can we afford it?
- Is there availability? How do I sign up?
- Are there mobile driving directions?

Convert decisions into task flows

Is there availability? How do I sign up?

- Access seasonal calendar
- Filter by topic or grade level (e.g.)
- [See available]
- Use sign-up button

user type (Prospect) Parent
task review offerings

motivators

The parent is exploring educational options for their child, evaluating which institutions are available and what programs and services they provide. This user is primarily motivated by the benefit to their child, though also influenced by their social community (other parents and academic advisors).

inhibitors

The parent is likely limited by financial means, their and their child's schedules (is a program convenient), and their location (if on-site).

Referrer	Entrance	Qualifiers	Differentiators	Action Prep	Action
<ul style="list-style-type: none"> Google Another parent Marketing 	<ul style="list-style-type: none"> Summer programs A specific program Programs by grade 	<ul style="list-style-type: none"> Eligibility Tuition and fees Financial aid and scholarships Deadlines 	<ul style="list-style-type: none"> About us Who we are Why us Information for parents FAQs Assignments and curriculum 	<ul style="list-style-type: none"> How to apply Admission information Forms Resources Sign up or log into portal 	<ul style="list-style-type: none"> Contact Connect on social Apply
	<p>What programs are available?</p> <p>Which are appropriate for my child?</p> <p>Which will have the most benefit to my child?</p>	<p>Is my child eligible?</p> <p>Can I afford it?</p> <p>Are there any tuition support options that fit my family?</p> <p>What are the important dates I should be aware of?</p>	<p>How is this camp different?</p> <p>What does the curriculum look like and is it high quality?</p> <p>What will my child get out of this camp?</p>	<p>How do I get started?</p> <p>What forms or other information do I need to fill out and gather?</p> <p>Where do I apply?</p> <p>What should I expect in the application process?</p>	<p>Where can I ask questions?</p> <p>How do I get updates, or otherwise be notified of new information?</p>

Single user and scenario journey map



Homework Assignment

See Eric Meyer's WC Northeast Ohio 2016 Keynote

Our instinct is to imagine
someone like ourselves.

**So many of our users are
nothing like us in any way.**

Journeys help us understand
real-world "stress cases."

**Journeys define who
we care about.**

Think about users who

- Have accessibility issues
- Are sad
- Are in a life crisis
- Are hurried

journey

website



Up next

1. Lean requirements gathering
2. User journey mapping
- 3. Information architecture**
4. Usability tests

Thank you

SlideShare

<http://www.slideshare.net/anthonydpaul>

WordPress.tv

<http://wordpress.tv/speakers/anthony-d-paul/>

(my talks and blog)

<http://adp.rocks> or <http://⚡❄️.ws> or <http://🍕🐭.ws>

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