

Activity overview

You've created your user personas based on trends you gathered from your user interviews. In one sentence, you've identified the types of users you're designing for, the actions your users hope will happen, and the reasons why your users want an action to occur.

In this self review, you'll continue to build on your user personas and user stories by creating your own user journey maps. As a reminder, a **user journey map** is the series of experiences a user has as they achieve a specific goal. A user journey map is used to help UX designers understand the challenges a user may face when trying to use a product. Since your portfolio project is to design a new product, your journey map should track the general experience the user goes through to complete their goal. User actions at this stage of the design process are less about direct interaction with the product and more about how the user goes throughout their day while trying to accomplish their goal.

User journey maps are an important part of the design process because they allow you to put yourself in the user's shoes so you can think and feel like your users. They help you identify user pain points and identify where there are opportunities to improve your designs.

Step-by-step instructions

Step 1: Access the template

To use the template for this course item, select the link below and select **USE TEMPLATE**.

Link to template: [User journey map template](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

Google UX Design Certificate - User Journey Map [Example]
PPTX File

Persona: Name

Goal: Insert goal

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	Tasks A. B. C.	Tasks A. B. C.	Tasks A. B. C.	Tasks A. B. C.	Tasks A. B. C.
FEELING ADJECTIVE	User emotions	User emotions	User emotions	User emotions	User emotions
IMPROVEMENT OPPORTUNITIES	Area to improve	Area to improve	Area to improve	Area to improve	Area to improve

Step 2: Select your persona and identify business goals

The best practice for designers is to begin working on one user journey map at a time. This will prevent story points and key journey moments from being attributed to the wrong persona.

First, begin by adding the persona name (first and last), and list their goal(s). Consider the following example:

Persona: Elijah Robinson

Goals: Use an app that will allow him to find and make an appointment with a healthcare practitioner.

Step 3: Identify actions your persona takes

User journeys are mapped out one action, or one task, at a time. Think of these actions like a story—there needs to be a beginning and an endpoint, so the actions the user takes will need to be in a logical order. The user's actions begin with an initial need and end with the completion of a goal.

Step 4: Identify tasks for each action

The next step in mapping a user journey is to describe all the smaller tasks the user must complete before graduating to the next main task. You should identify each of the tasks the user needs to complete before moving onto the next column containing the next set of tasks. For example, Elijah wouldn't schedule an appointment without first researching different recommended healthcare providers and identifying which one best meets his needs.

Step 5: Identify persona feelings at each point

The next action in mapping a user journey is identifying the user's likely emotions as they go from task to task. Consider the example persona: Elijah isn't feeling well, he's stressed out trying to find a healthcare provider in his area that best fits his needs, then he's annoyed at having to fill out new patient forms, but in the end, he's relieved because the app took a lot of the hard work out of his hands. You can add one or more feelings here, depending on the experience the user has.

Step 6: Identify opportunities for improvement

Once you have identified the user's emotions at each point in the user journey, you can determine if there are any opportunities to improve the user experience. This is where user journey mapping can really enhance your UX design. Examples of improvement opportunities include ideas to help resolve the causes of a negative user experience, ideas that highlight a positive or highly successful part of the user's experience, and ideas that build upon or magnify the experience in some way. Many times, this assessment of "where can we improve the user experience" will also highlight a need that is missing or is unmet, like accessibility, or identify places of confusion or frustration, or highlight where duplicate or unnecessary steps exist.

Step 7: Consider accessibility

Accessibility improvements often enhance the design experience for all users. As a result, it's an essential part of the design process to be inclusive of users with disabilities. Accessibility has the additional benefit of creating a stronger overall experience for everyone.

There are several things a designer should consider when designing for accessibility.

- Design for touch:** Consider how the designer would design for users who have use of one arm, or users who need to navigate using a mouse, a keyboard, or their nose.
- Design for sight:** Consider how the designer would design for users who have limited, reduced, or no vision.
- Design for hearing:** Consider how the designer would design for users who have limited, reduced, or no hearing.
- Design for speaking:** Consider how the designer would design for users who cannot speak or have trouble speaking out loud.

Tools like closed captioning, alt text, screen readers, and haptics, and practices including using larger, sans serif fonts, high-contrast colors, and WCAG compliance can all help designers create inclusive and accessible designs.

Step 8: Check for design bias

A user journey map reduces the impact of designer bias, which is the tendency for the designer to design according to their own needs and wants instead of for those of the users. Creating a user journey map lets designers thoroughly document the entire sequence of events and interactions a user experiences, including the user's interaction with their design. This way, designers can really focus on how a specific persona thinks and feels at every step of the journey.

Step 9: Check your work

Refer to the following list of questions to evaluate your user journey map for the following elements. Ask yourself, have I:

- Defined relevant actions along the user's journey?
- Captured two to three tasks for each action?
- Identified at least one feeling for each action?
- Identified opportunities for improvement for at least three steps of the user journey?
- Considered accessibility throughout the user journey?
- Identified ways to reduce designer bias and its impact on the user journey?

If you answered no to any of these questions or need additional help creating your user journey maps, refer back to these learning items:

[Create a user journey map](#)

[Wrap-up: Creating user stories and user journey maps](#)

If you answered yes to all of them, congratulations! You're ready to start identifying and defining your user problems.

Step 10: Review exemplar user journey maps

Next, you'll be presented with three completed exemplar user journey maps created from the three example prompts you've been following throughout this course:

- Design an app and a responsive website to find, compare, select, and contact a healthcare practitioner.
- Design an app and a progressive website that help residents of a large city, with over 100 parks, to reserve and pay the rental fee for an outdoor pavilion for an event.
- Design an app and a responsive website that allow a local business to monitor their inventory, add new inventory, track inventory as sales are made, and view inventory information.

These exemplars will also have short explanations describing how they fulfill the requirements laid out in this self review. You can use these exemplars as a reference when creating your own user journey maps for your portfolio project.

Step 11: Update your case study

Once your persona has been created, you can add it to your case study slide deck for your portfolio project. Slide #9 has a space to insert a screenshot of the user journey map you created during this activity.

If you need access to the template for the case study slide deck introduced at the beginning of [Course 2](#), click the link below and select "Use Template."

Link to template: [Case study slide deck template](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

Google UX Design Certificate - Case study slide deck [Template]
PPTX File

You can review the following example of a completed slide for the healthcare provider app below:

User journey map

Mapping out the flow of Elijah's user journey revealed the benefits of creating an app for users without a primary care provider to find, compare, select, and contact a healthcare practitioner.

Action	Determine there's a need for medical attention	Research apps for healthcare providers and services	Provide health information to a healthcare practitioner	Select a healthcare practitioner that fits his needs	Schedule an appointment with the healthcare provider	Fill out and submit a new patient form
Task List	A. Identify that the patient has a healthcare problem. B. Accept that he needs help. C. Look for a way to find that help.	A. Launch app store. B. Look for healthcare provider apps. C. Download and run the chosen app. D. Make an account in the app.	A. Initiate a conversation with Chat Support on the app. B. Ask questions and provide symptoms. C. Provide a list of recommended health experts based on patient data.	A. Review the list of recommendations provided by Chat Support on the app. B. Identify two options for doctors to compare. C. Select the doctor that best meets his needs.	A. Chat Support receives the healthcare patient form selected by customer. B. The patient makes an appointment and confirms all information.	A. The patient has to fill out a universal new patient form and save it in his account profile. B. The patient confirms all information in correct and submits form.
Feeling Adjective	I'm not feeling well. I have minor issues and it affects my work. I need a healthcare provider but don't know where to look for one.	I have so many questions and hardly any free time. I try using an app on the app store. I downloaded and opened an account in a healthcare app.	I got in touch with Chat Support. I just got an alert that someone is available through the chat and can answer my questions and provide me with info about practitioners.	After reviewing two doctors, I have decided to go with an expert in health specialist. I selected which practitioner I would like to make an appointment with in the app.	The app shows me the available dates and locations, so I scheduled an appointment that works for me. It's nice to be able to do all of this from the app.	Light frustration. Good thing the app will do all the work for me by prefilling my information. All I need to do is review my information to correct, then submit. I'm looking forward to my appointment.
Improvement Opportunities	Use technology to find a healthcare provider. Book an appointment anywhere, anytime.	An accessible app where to ask questions, provide symptoms, see a list of practitioners, book, cancel, or change an appointment all in one click.	Have the patient select which area of the body they need help with. The healthcare app talks to experts to confirm if they are available to treat the patient.	The healthcare app provides a list of experts that meet the patient's criteria. The list includes the practitioner's profile, location, reviews, and pricing.	The app confirms the appointment and sends a confirmation to the patient. A dashboard with recent activity so the patient has the ability to contact the practitioner. Patient can save favorites.	Take data for Universal Patient form and apply it to customized New Patients form. Notify New Patients form. Send notifications before the appointment or if anything changes.

1. How are you feeling about your user journey maps?

- Great!
- Alright.
- Not so good.

Correct
We're glad to hear it! Creating a user journey map allows you to put yourself in the user's shoes so you can think and feel like your users. This can help you identify user pain points and where there are opportunities to improve your designs. You're ready to move on to the next stage of creating your UX portfolio!