

# Topic Discovery

**user journey:** a series of steps (typically 4-12) which represent a scenario in which a user might interact with the thing you are designing.

**Two (2) main uses:**

1. demonstrating the way users currently interact with the service/website/product
2. demonstrating the way users could interact with the service/website/product

**Why?**

**Benefits:**

1. Demonstrating the version for the project
2. Help us understand user behavior
3. Help identify possible functionality at a high level
4. Help you define your taxonomy and interface

**When?**

- usually within the **discovery** or requirements gathering phase, after personas
- visualizes user requirements
- helps feed into other design activities
  - information architecture
  - wireframing
- also, used later with functionality detail

**How?**

user's...

- goals
- motivations
- current pain points
- overall character
- main tasks they wish to achieve

personas

★ Create at least one journey for each of your primary personas (check out Indigo Studio for a free tool)

**Should Contain**

**context:**

- Where is the user?
- What is around them?
- Are there external factors which may be distracting them?

**progression:**

- How does each step enable them to get to the next?

**devices:**

*progression:*

- How does each step enable them to get to the next?

*devices:*

- What devices are they using?
- Are they a novice or expert?
- What features does the device have?

*functionality:*

- What type of functionality are they expecting?
- Is it achievable?

*emotion:*

- What is their emotional state in each step?
- Are they engaged, bored, annoyed?

*Your purpose drives your map:*

<i>your purpose</i>	<i>what to do/show</i>
to show the <b>current state</b> of affairs	Highlight any changes to <i>pain points</i> a future solution will solve.
to show the <b>future state</b>	Think of what an ideal world could look like. Highlight <i>benefits to the user and the business</i> . *Always speak with your <b>development team</b> to be certain that your vision is not only optimistic, but feasible.

**What should it look like?**

- no set template
  - depends upon who the audience for the user journey map is
    - to communicate to *developers*
      - a text-based journey is probably all you need
    - to communicate with an *executive committee*
      - add some illustrations to each step (like a comic book or storyboard)

***Your imagination is the limit!***

What will communicate what you need to get across in the most effective fashion?

**Include:**

- A picture of the *persona* the journey relates to
- A title summarizing the journey (e.g. “Faster uploading with new CMS” or “How to create a user journey map”)
- A series of steps in short, concise text
- An illustration of what’s happening in the steps (if deemed necessary)

**And then per step:**

- The device used
- Changes to the current journey (if future state)
- Benefits to the user and/or business
- Any functionality being demonstrated

**“What’s Next?”**

You should understand about your users and what they are trying to achieve. You should also know about how they want to go about achieving it. User journeys feed into a number of activities, including *information architecture* and *sitemaps*, *wireframing* and *functional specifications*.

<http://www.servicedesigntools.org/tools/8>

<http://uxmastery.com/how-to-create-a-customer-journey-map/>

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## Topic User Analysis Worksheet

### > USER ANALYSIS FOCUS -----

- 1) User Needs and Goals: What are your website users looking for?
- 2) User Characteristics: What are the behaviors and motivations of the User?

### > USER NEEDS AND GOALS

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can write about the sorts of things your primary audience will be after.

#### **Outcome:**

A **measurable** change, action or behavior that you wish a visitor to take or experience.

Knowing your audience will help you identify the key features to include on your site.	You can include what your target audience will want from your website and narrow the scope of those features to appeal to your key audience and hone in on what is important to them.
<b>From your Topic Survey determine:</b>	
<b>User Outcomes</b>	<b>Website Features</b>
List the <b>outcomes</b> your users want from your website. (Pick the most distinctive ones or the one they you most understand.)	Match how you would design your content to meet the outcome. List what key feature(s) would align with the desired user outcome.
An understanding of what a user journey map is.	column of bullet information/facts picture examples of journey maps (modal gallery)
how to create a journey map	link to application, list of important items to include in creating a user journey map
why to use a user journey map	list of benefits to having a user journey map as part of the process

### > USER CHARACTERISTICS

- 1) What are the motivations and behaviors of your Users?
- 2) Understanding what knowledge and tools Users have and where your

1) What are the motivations and behaviors of your Users?

2) Understanding what knowledge and tools Users have and where your audience's frustrations are shifts the conversation to how you can help them and present to them.

**Look at the User Profile Report.** Are there any common / repeating ideas?

<b>FROM THE USER PROFILES DETERMINE:</b>	
<b>User Motivation</b>	<b>Website Approach</b>
List user motivations	Match how this would influence your content design.
to use a user journey map to better their designs, how will this affect my design process	explain/show where and how a user journey map fits into/ affects design
how does a user journey map affect design of navigation and interactivity	show how this can be used to improve user experiences with your navigation and overall design

**FROM THE USER PROFILES DETERMINE:**

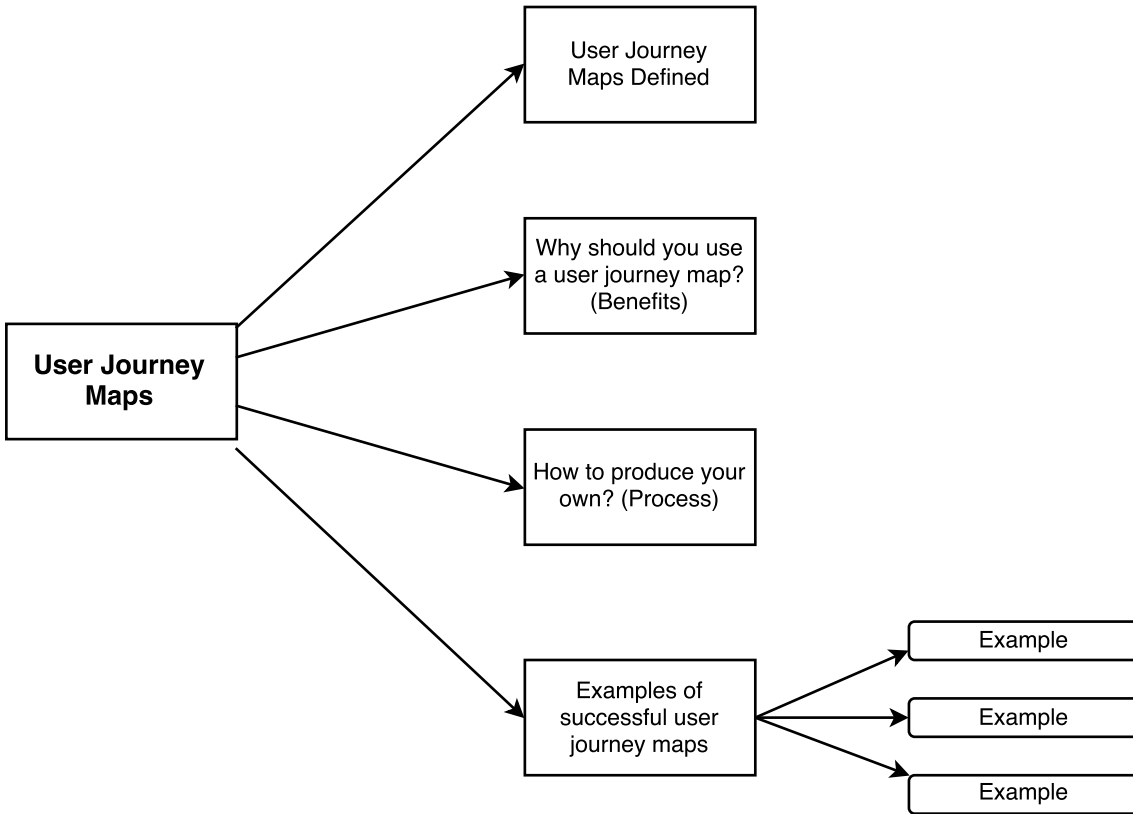
<b>User Behaviors</b>	<b>Website Approach</b>
List user behaviors	Match how this would influence your content design.
need information quickly	easy to navigate page, with well-versed paragraphs
do not like too much information all at once, bite-sized pieces of information	information is split into small pieces of key points and lists to give the main information is quick and easy to read sentences
do not like spending too much time trying to find what they are looking for	navigation and headings are easily labeled--simple language and simple design

➤ **APPLY FINDINGS TO CONTENT PLAN** -----

From The Worksheet Tables – place the information into your Content Plan

topic	User Journey Maps
User goals	find out what user journey maps are and how to create them to improve designs
User characteristics	media designer, animation designer, visual designer, web designer, art director, web developer
website goals	tell users what User Journey maps are, how to create them, and show a few examples/resources
website message	User Journey Maps: making website designs better

topic	User Journey Maps	
User goals	to better understand what user journey maps are and how best to implement them in the design process	
User characteristics	students wanting to be: web designers & developers, animation designers, media designers, visual designers, art directors	
website goals	Create an experience that leaves users with a greater understanding of the subject matter, and how to create user journey maps in future	
website message	What you need to know about user journey maps	
<b>OUTLINE</b>		
heading and content	element type	
h1	User Journey Maps	hero
h2	User Journey Maps Defined	section
h2	Why do I need to create a user journey map?	section
h2	How can I make this happen?	section
h2	Examples of successful user maps today	carousel/modal gallery



## Template Analysis Worksheet

### > TEMPLATE ANALYSIS FOCUS -----

- 1) Categorize Template Types

Choose a Template:

- 2) Match a Template features to your Content
- 3) Sketch the chosen template's breakpoint layout pattern
- 4) Create the Desktop layout wireframe with element labels and content descriptions

### > TEMPLATE TYPES

Look at this website for ideas about how to categorize Templates

[HTTP://BLOG.JIMDO.COM/HOW-TO-PICK-THE-PERFECT-TEMPLATE-FOR-YOUR-WEBSITE/](http://blog.jimdo.com/how-to-pick-the-perfect-template-for-your-website/)

What do you need your website to do? What Layout Fits Your Needs?

The layout determines how the information will be structured when you create a website. The key to using Web design templates is choosing the one that works closest to as you need and want it to without too many changes. Avoid website templates that look good but require excessive redesign to meet your practical needs. Look at the structure of the home page and the interior pages. Do you want mostly text pages? Will you include graphics, tables, and links? Do you like the navigation bar at the top or to the side? Do the animations work? What dynamic elements are there? What industry is it slanted toward?

Separating Style from Substance

Look past the color scheme and graphic treatment.

### 1) CREATE YOUR OWN SYSTEM FOR QUALIFYING TEMPLATES:

Template Types / Categorizes	Example: description or mini-screenshot or link
Hero	full-browser - low content home page image/video
columned	page is split into 3 or more columns
gallery	either modal or not, to display images (good for portfolios and such)
dynamic	full of lots of javascript and other dynamic elements
slider	main information is set into slider--images and text

### > CHOOSE A TEMPLATE

### > 2) ANALYZE YOUR TEMPLATE AND MATCH TO YOUR CONTENT

ANALYZE YOUR TEMPLATE:

General Features	
Is it responsive?	yes
What is the navigation scheme?	primary navigation along the top



Is it responsive?	yes
What is the navigation scheme?	primary navigation along the top
Can I rearrange the layout ( is it in sections) ?	yes
What is the home page like?	sections, one page layout
What are the interior sections like?	well-organized
Is all the content on one long scroll page?	yes
Other:	

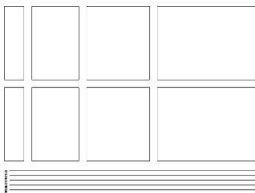
**MATCH THE TEMPLATE TO YOUR CONTENT LIST:**

List YOUR Content Items	MATCH Template Element
Example: List Benefits of my technique	Example: Section with 3 columns and icons with simple headings.
full-screen background image with heading (to introduce page)	hero
reasons for user journey map/benefits	paragraph in single column section
when to use them	columned section
what to include in a user journey map	columned section, rows
things to keep in mind in creating a user journey map	columned section
remembering your purpose	single row column
what it should look like	columned section
examples	modal gallery

➤ **TEMPLATE LAYOUT PATTERN** -----

**3) Using the breakpoint sketch sheet -**

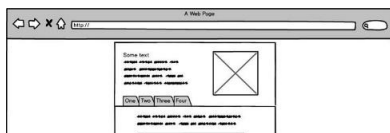
Do a rough sketch of the **Breakpoint Layout Pattern**



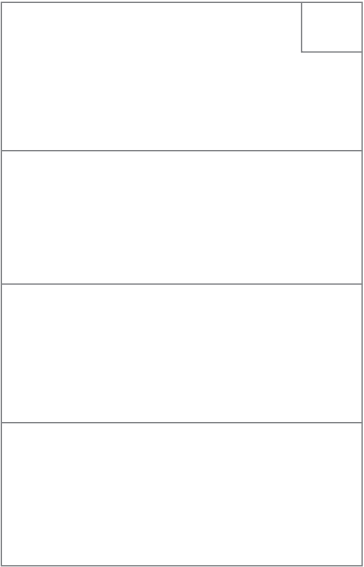
**4) Wireframe the Desktop Layout.**

**Label each element** with its Section Name & Content Description

(You can use Balsamiq for this)



User Journey Map Breakpoint Wireframe



Three lines of wavy, scribbled text.

Single line of wavy, scribbled text.

Two columns of small, illegible text.

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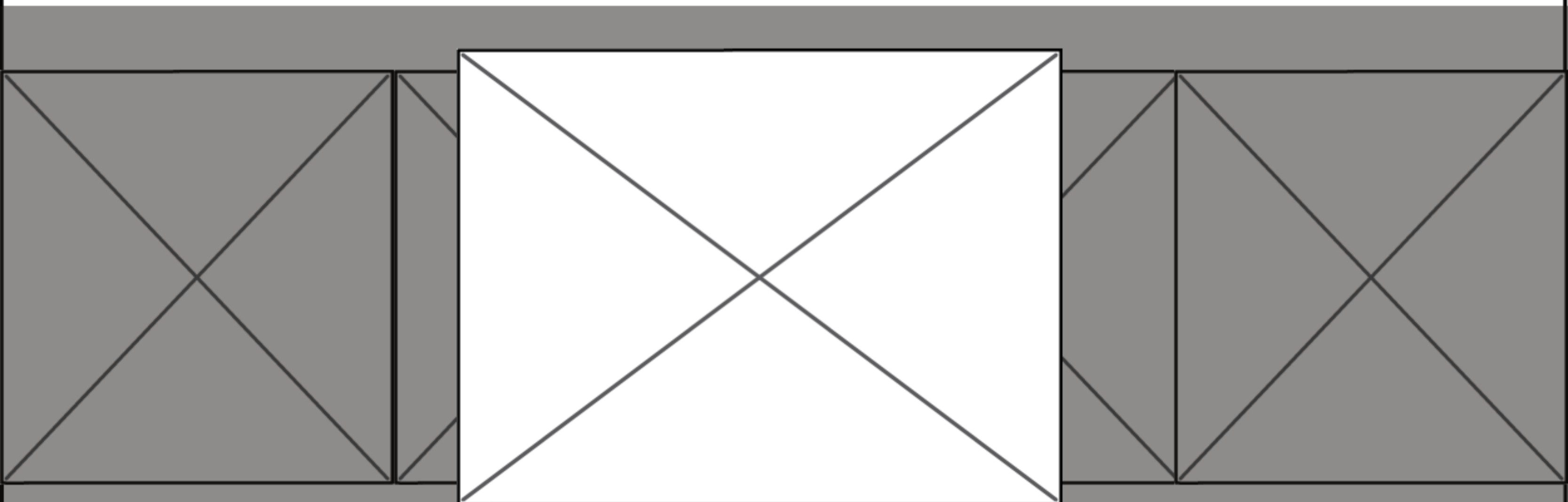
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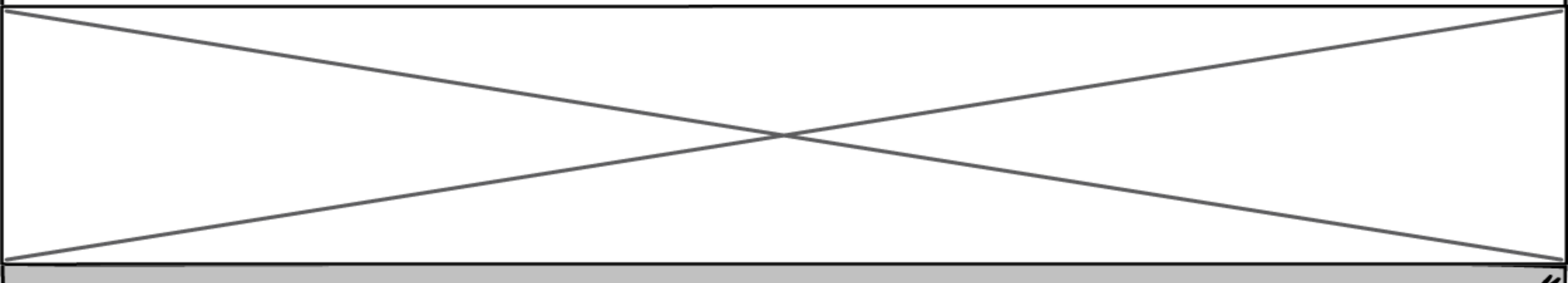
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**Possible Colors**



# **This is an Example of a Header**

## **This is an Example of a Sub Head**

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### **Adjectives**

Fresh    Clean    Informative

