

**imagine 2018**



**LEAD  
THE  
CHARGE**



# Mapping the User's Journey

# Courtney Heitman

Scrum Master & UX Developer | Gallup

Twitter: @courtneyxann

# Elizabeth Davies

Lead UI/UX Developer | Gallup



# Analytics & Advice About Everything That Matters



# Q12 CliftonStrengths

## Gallup Courses

# Let's Talk Personas



## Jeremiah Beckman

### NORMAL DAY

As a user experience designer my day starts out with a team stand-up and sharing the projects I'm working on. I then have meetings with stakeholders to review mockups. My afternoon is spent with my development partners helping answer questions and specing out mockups for them.

### MOTIVATION

As a user experience designer, my main motivation is to ensure that users can use our websites with little to no difficulty. I want them to have fun when they visit our website, because that keeps them coming back.

One of my other motivations is to ensure that the brand is maintained across all of our web properties. I want to make sure that we are using brand compliant colors and fonts, along with other design characteristics of our brand at all times.

### GOALS

- To always think of the user first when building any new features. I want to make them love our web properties.
- I wish for users to easily be able to find what they are looking for when they visit one of our websites, whether that be a report, a book, or a course they want to take.

### FRUSTRATIONS

- Sometimes I wish I had more access to our users so I could ask them questions of what features would make their lives easier.
- Our brand color palette isn't easily ADA compliant, so sometimes I struggle with designing for compliancy.

AGE	29
GENDER	Male
STATUS	Married
LOCATION	Omaha, NE





Credit: MailChimp

# Empathy Maps!

# Empathy Maps

Will help your stakeholders think about users in a way that assists with decision making

Name \_\_\_\_\_

Do	See
	Think/Feel

Situation \_\_\_\_\_

Name **Gabe**

Cost comparison

researching all the courses

Do

researching competitors + opportunities

Finding dates & location that work

looking at travel & lodging possibilities

\$\$

Clifton Strengths Brand

I need a network.

Other Coaching Opportunities

See

I want a way to make money

\$(cost) vs \$(making)

How much time?

Can I change the world?

What will I earn?

Think/Feel

What is required of me?

How much will this cost?

Do I have time for this?

Situation Gabe is a potential Clifton Strengths coach. He works full time for a company, but he is looking for a side hustle. He wants it to be something he is interested in and even passionate about. He is looking for what it would take to be certified.

**Let's try this!**

<http://userjourney.tools/empathy-map/>



It's time to imagine...





# User Journey Mapping

A way to deconstruct a user's experience with a product through a series of steps and themes

# User Journey Mapping

Creates a way to show opportunities for ideation and innovation.

# User Journey Mapping

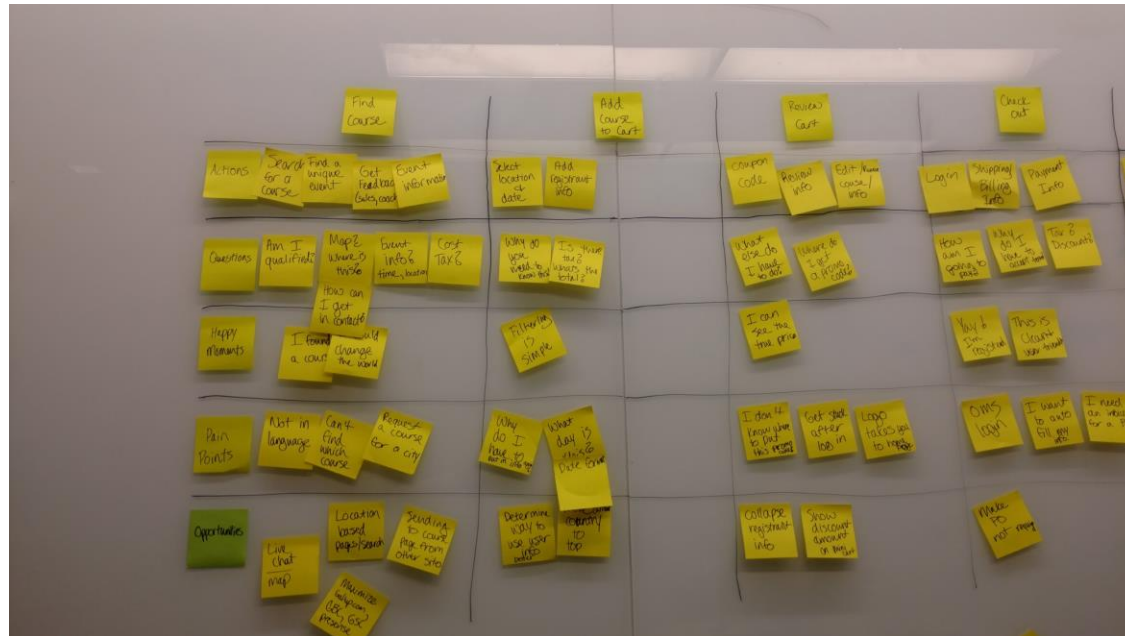
Method to encourage the product team to think about the user's needs effectively.

# The Steps of Experience Mapping

- Uncover the truth
- Chart the course
- Tell the story
- Use your map

	Step 1	Step 2	Step 3	Step 4	Step 5	
Actions						
Questions						
Happy Moments						
Pain Points						
Opportunities						

# Example




**Let's try this!**

<http://userjourney.tools/user-journey-map/>

# Pro Tips

- Collaborative area
- Key players
- Empathy, empathy, empathy
- Ask leading and pointed questions





Every one of your customers is  
going through a journey.

Let's give them a good experience.

# Resources

- <https://www.invisionapp.com/blog/empathy-maps-ux/>
- <https://medium.com/@harrybr/how-to-run-an-empathy-user-journey-mapping-workshop-813f3737067>
- <http://adaptivepath.org/ideas/our-guide-to-experience-mapping/>

**Questions?**



# Keep in Touch

## Courtney Heitman

Twitter: @courtneyxann

Email:  
courtney\_heitman@gallup.com

## Elizabeth Davies

Email:  
elizabeth\_davies@gallup.com

## Gallup

Twitter: @gallup

Instagram: @lifeatgallup