Applied Data Science Project

HUMAN CENTRED DESIGN   [L14 L15]

Envisage the experience:
The journey map (hands-on)

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Modeling the experience, before the system

The **user experience** is the result of a **process** that provides value to the end user, the customer. This process is a set of interrelated activities (**decisions and actions**) needed to achieve a predefined and measurable goal (the service).

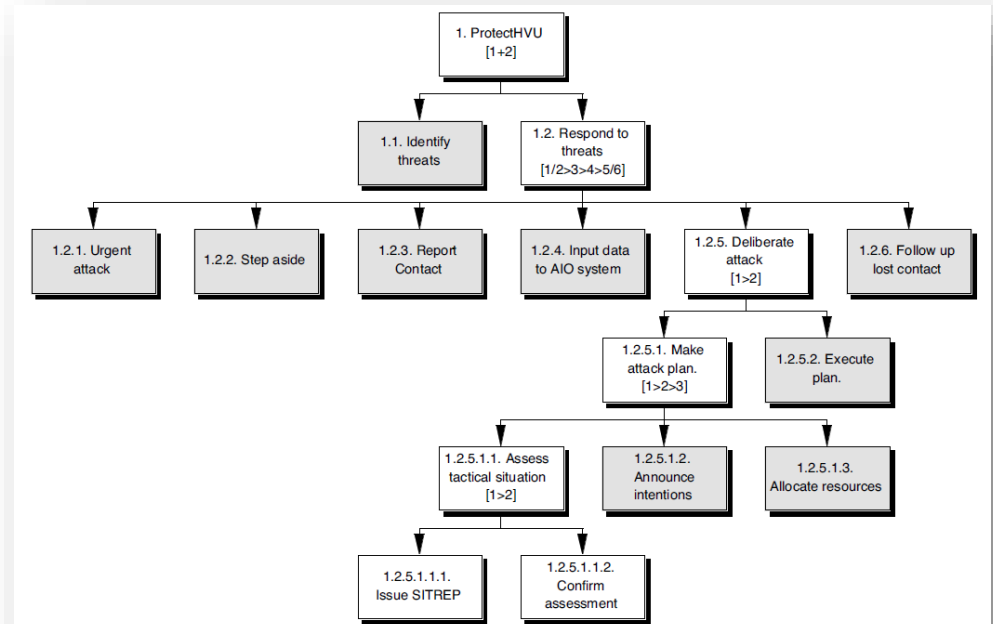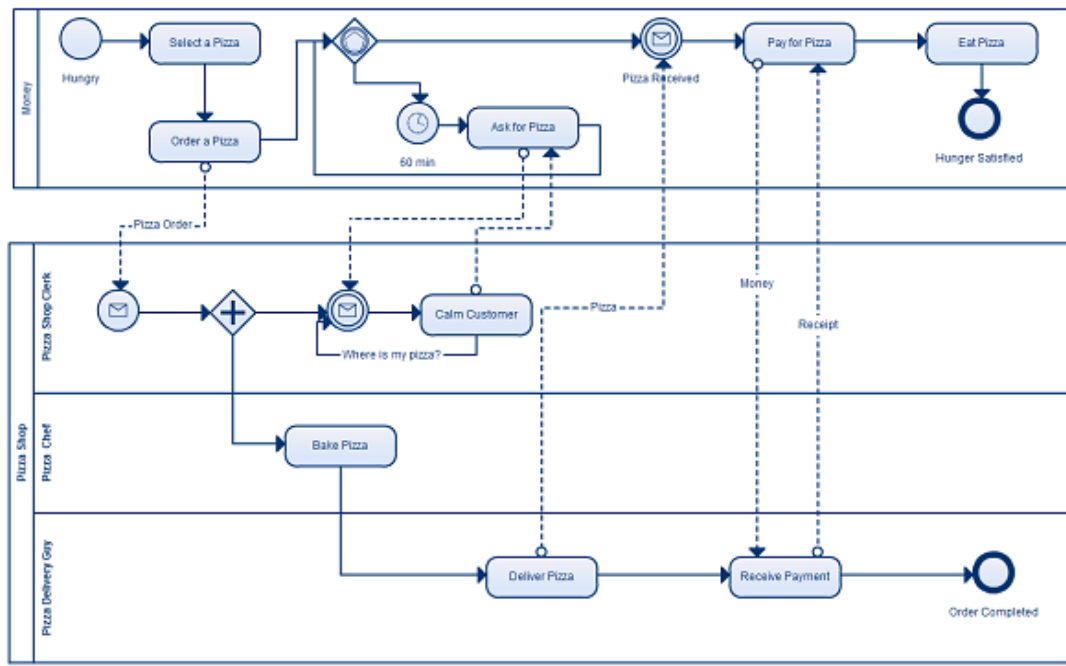Each process is made of activities which are made of operations.

FIGURE 33.1 Partial analysis of an antisubmarine warfare team task.

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The user journey

Visual tool that representa the steps (usually 4-12) through which the user experience will happen.
It is normally used to provide an **overview of the touchpoints** the users do/should/will interact within a specific scenario.
It make us aware of the context in which our system will have to work (**complementarity, interferences, redundancies**).
The journey is a **temporal sequence** (storytelling + visual elements).

DIGITAL TOUCHPOINTS

PHYSICAL TOUCHPOINTS
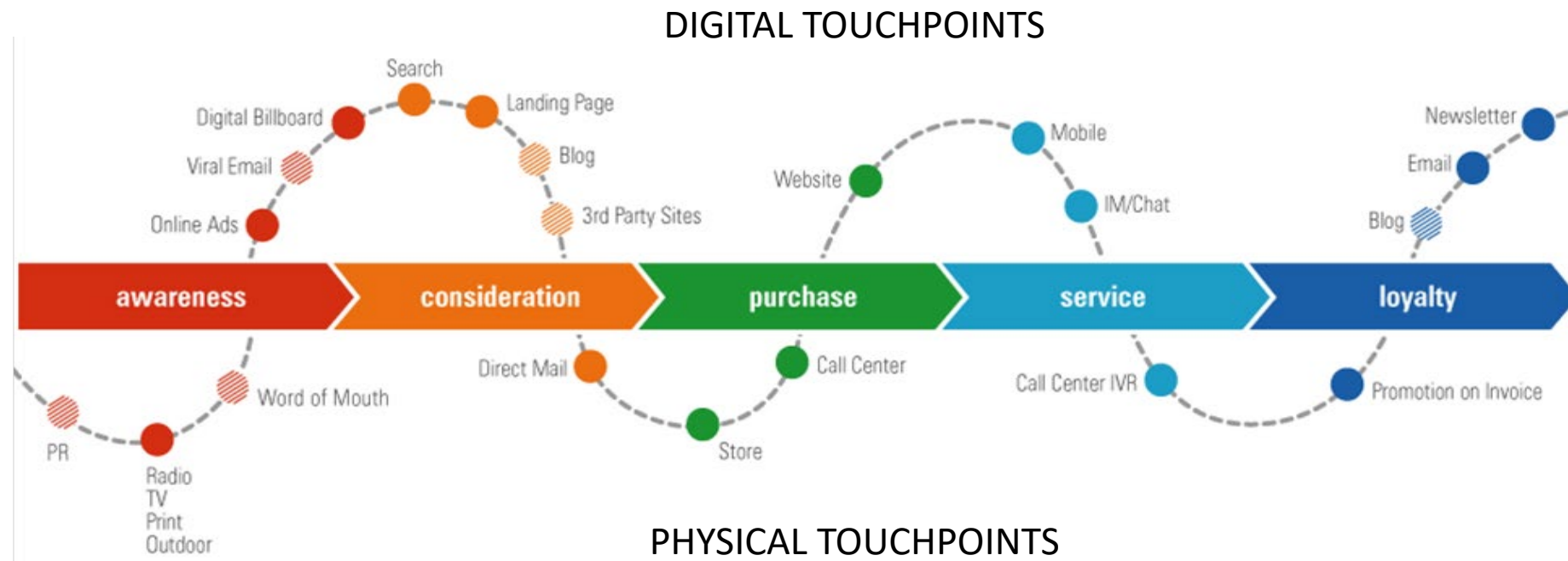
User journey

The journey is described from the users' perspective (journey per Persona).
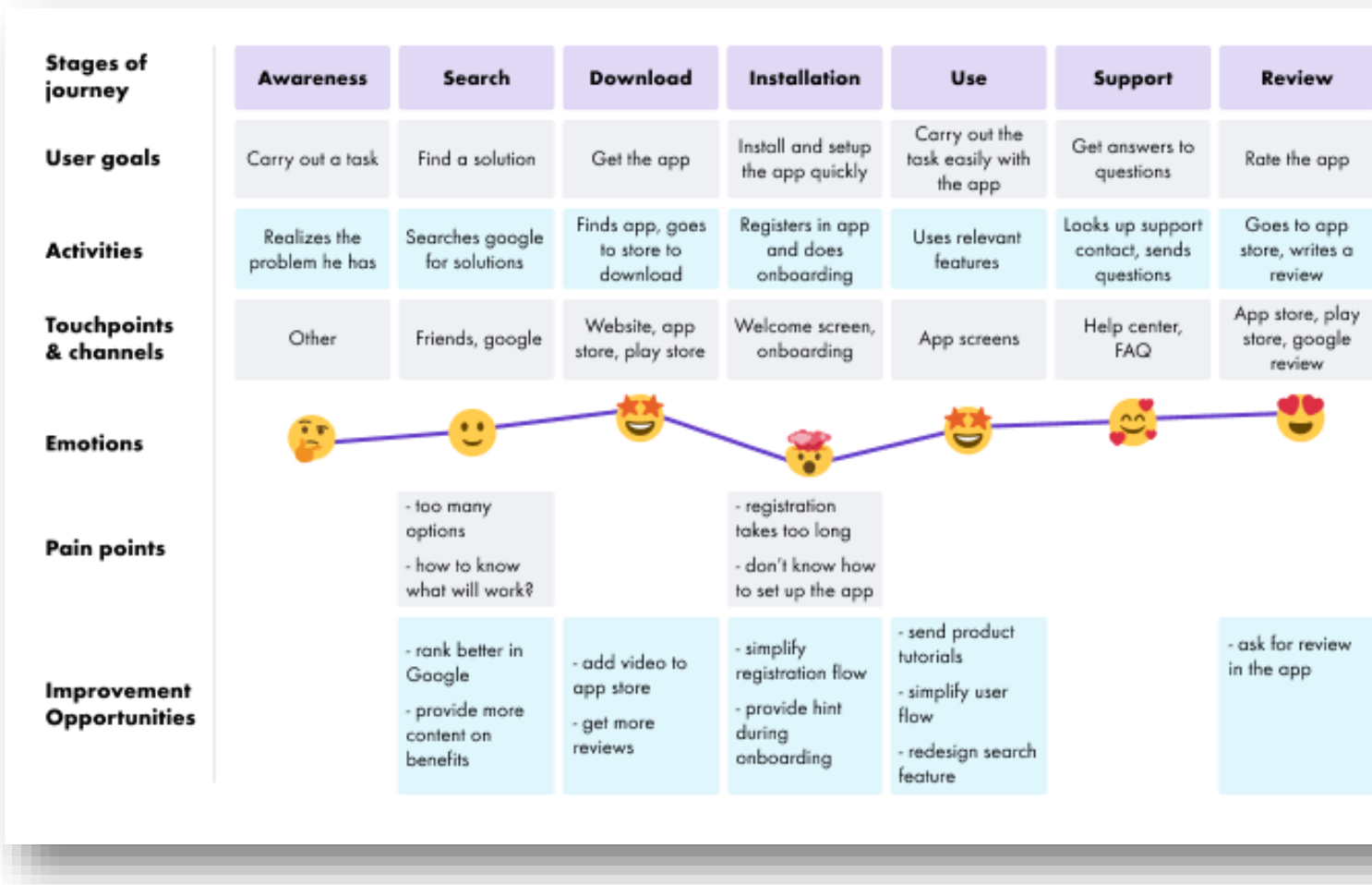Like the Personas, the User Journey is not 100% real. It's a **heuristic model that helps to define, design and refine the conceptual model and then the system itself**, in a user-oriented view.

A User Journey represents the series of steps (**usually 4-12**) that constitute the process of interaction of the user with the service/system that is being planned, within a specific scenario.

It is normally used to demonstrate how users interact/could interact with the service/product below: storytelling + visual elements

Stages of journey	Awareness	Search	Download	Installation	Use	Support	Review
User goals	Carry out a task	Find a solution	Get the app	Install and setup the app quickly	Carry out the task easily with the app	Get answers to questions	Rate the app
Activities	Realizes the problem he has	Searches google for solutions	Finds app, goes to store to download	Registers in app and does onboarding	Uses relevant features	Looks up support contact, sends questions	Goes to app store, writes a review
Touchpoints & channels	Other	Friends, google	Website, app store, play store	Welcome screen, onboarding	App screens	Help center, FAQ	App store, play store, google review
Emotions							
Pain points		- too many options - how to know what will work?		- registration takes too long - don't know how to set up the app			
Improvement Opportunities		- rank better in Google - provide more content on benefits	- add video to app store - get more reviews	- simplify registration flow - provide hint during onboarding	- send product tutorials - simplify user flow - redesign search feature		- ask for review in the app

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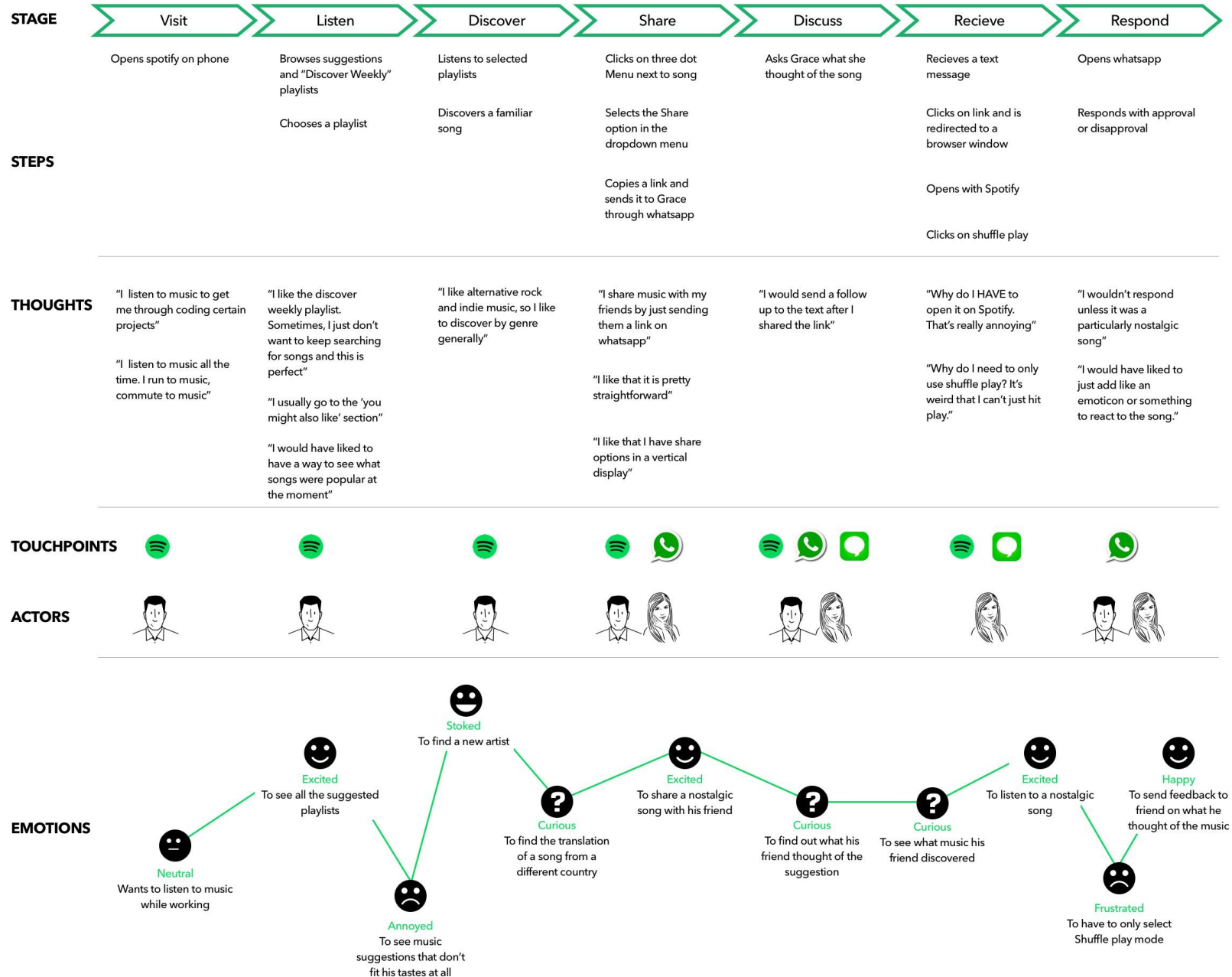
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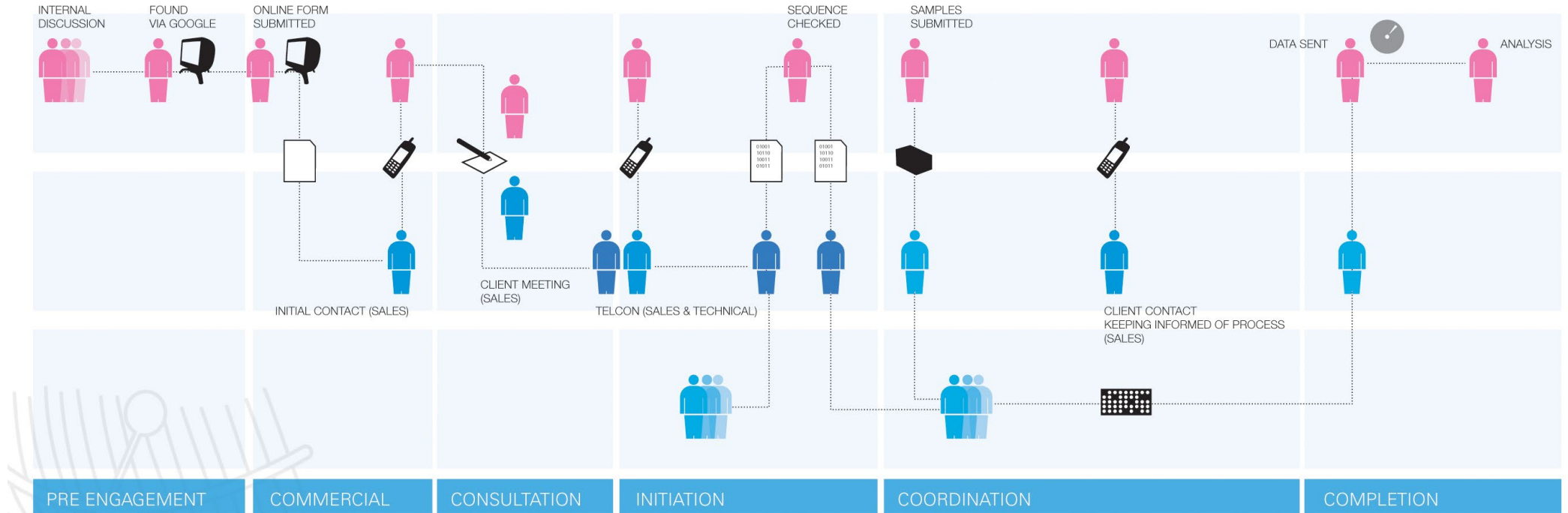
The user journey

Journey ingredients:

- **The Personas** (to keep clear needs, goals, thoughts, feelings, opinions, expectations and barriers)
- **A timeline**: referred to a specific timespan of the experience (e.g., 1 day, 1 week, 1 year...) or to the stages of a process (e.g., booking, implementation, payment, use...);
- **Feelings**: identifying the cognitive attitude in which the user can be in a specific stage (frustration, happiness, anxiety do affect the resources the persons can address to our system)
- **Touchpoints**: the points of interaction between users and service/system and the enabled actions and received feedback (main input and output)

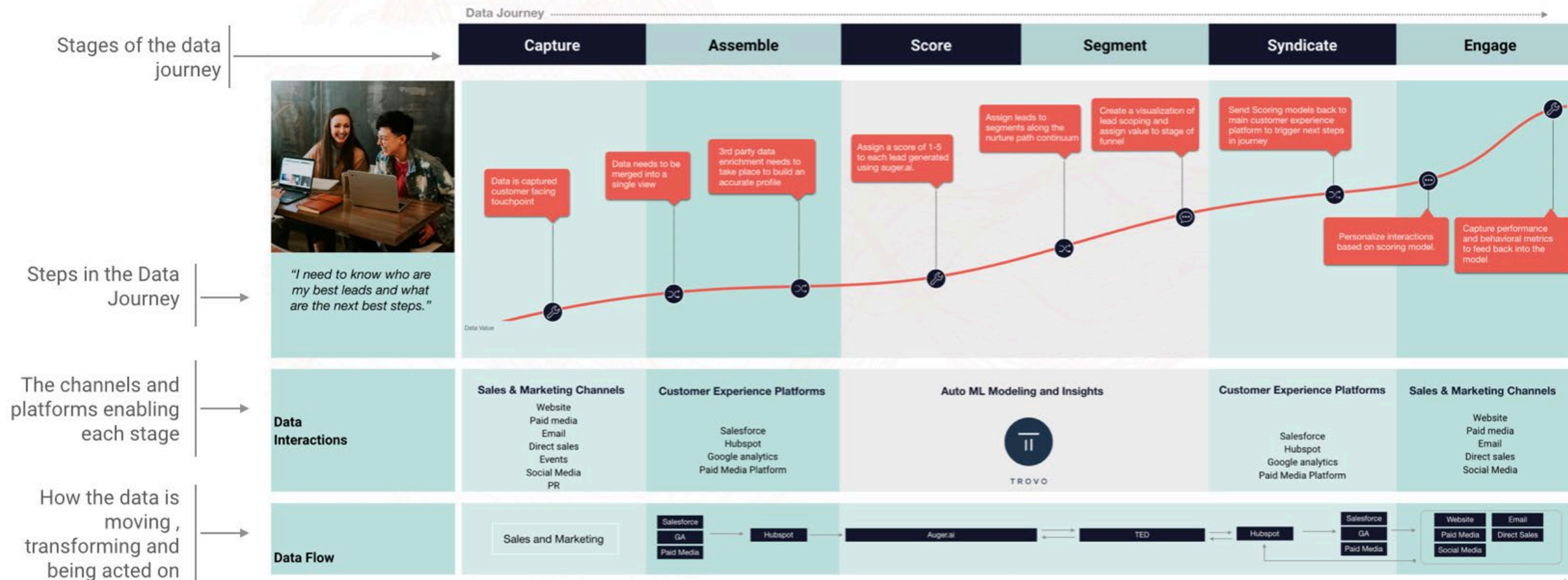## Customer Journey Map - Music Sharing Experience

STAGE	Visit	Listen	Discover	Share	Discuss	Recieve	Respond
STEPS	Opens spotify on phone	Browses suggestions and "Discover Weekly" playlists Chooses a playlist	Listens to selected playlists Discovers a familiar song	Clicks on three dot Menu next to song Selects the Share option in the dropdown menu Copies a link and sends it to Grace through whatsapp	Asks Grace what she thought of the song	Recieves a text message Clicks on link and is redirected to a browser window Opens with Spotify Clicks on shuffle play	Opens whatsapp Responds with approval or disapproval
THOUGHTS	"I listen to music to get me through coding certain projects" "I listen to music all the time. I run to music, commute to music"	"I like the discover weekly playlist. Sometimes, I just don't want to keep searching for songs and this is perfect" "I usually go to the 'you might also like' section" "I would have liked to have a way to see what songs were popular at the moment"	"I like alternative rock and indie music, so I like to discover by genre generally"	"I share music with my friends by just sending them a link on whatsapp" "I like that it is pretty straightforward" "I like that I have share options in a vertical display"	"I would send a follow up to the text after I shared the link"	"Why do I HAVE to open it on Spotify. That's really annoying" "Why do I need to only use shuffle play? It's weird that I can't just hit play."	"I wouldn't respond unless it was a particularly nostalgic song" "I would have liked to just add like an emoticon or something to react to the song."

TOUCHPOINTS

ACTORS

EMOTIONS

- **Neutral** — Wants to listen to music while working
- **Excited** — To see all the suggested playlists
- **Stoked** — To find a new artist
- **Annoyed** — To see music suggestions that don't fit his tastes at all
- **Curious** — To find the translation of a song from a different country
- **Excited** — To share a nostalgic song with his friend
- **Curious** — To find out what his friend thought of the suggestion
- **Curious** — To see what music his friend discovered
- **Excited** — To listen to a nostalgic song
- **Happy** — To send feedback to friend on what he thought of the music
- **Frustrated** — To have to only select Shuffle play mode

Example

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The data journey

The Data Journey explores interactions with data.
It helps to identify which data are neede in the various steps of the user journey,
supporting to better define the data architecture and the further development phases.

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HCD – HANDS-ON

the stakeholders' analysis and map

USER JOURNEY

1. Identify the main steps of the experiences you want to provide
2. Define a timespan
3. Assume the perspective of one of the Personas you developed
4. Which activities will perform in every step?
5. Which touchpoint?
   If you're focusing on a specific touchpoint /systems), which information will be provided/asked? → What information do users need?
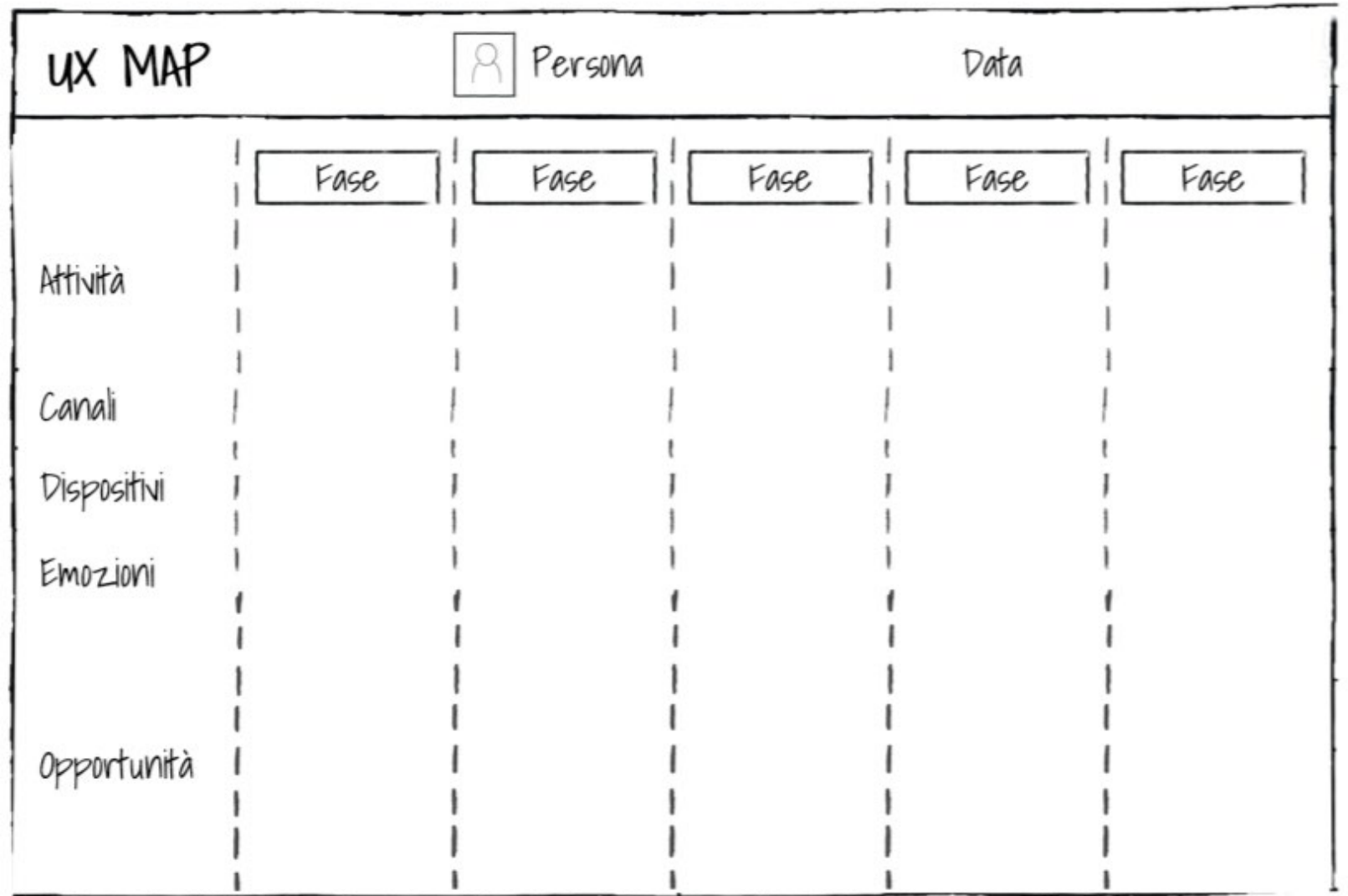6. How do the users will be in every step?

To fill in the journey, use all the information and knowledge you get till now from secondary and primary research. You can make hypothesis, then find the way to validate them with real users (ask for feedback on your journey)

Use **www.miro.com** to collect, display, rearrange and share your work
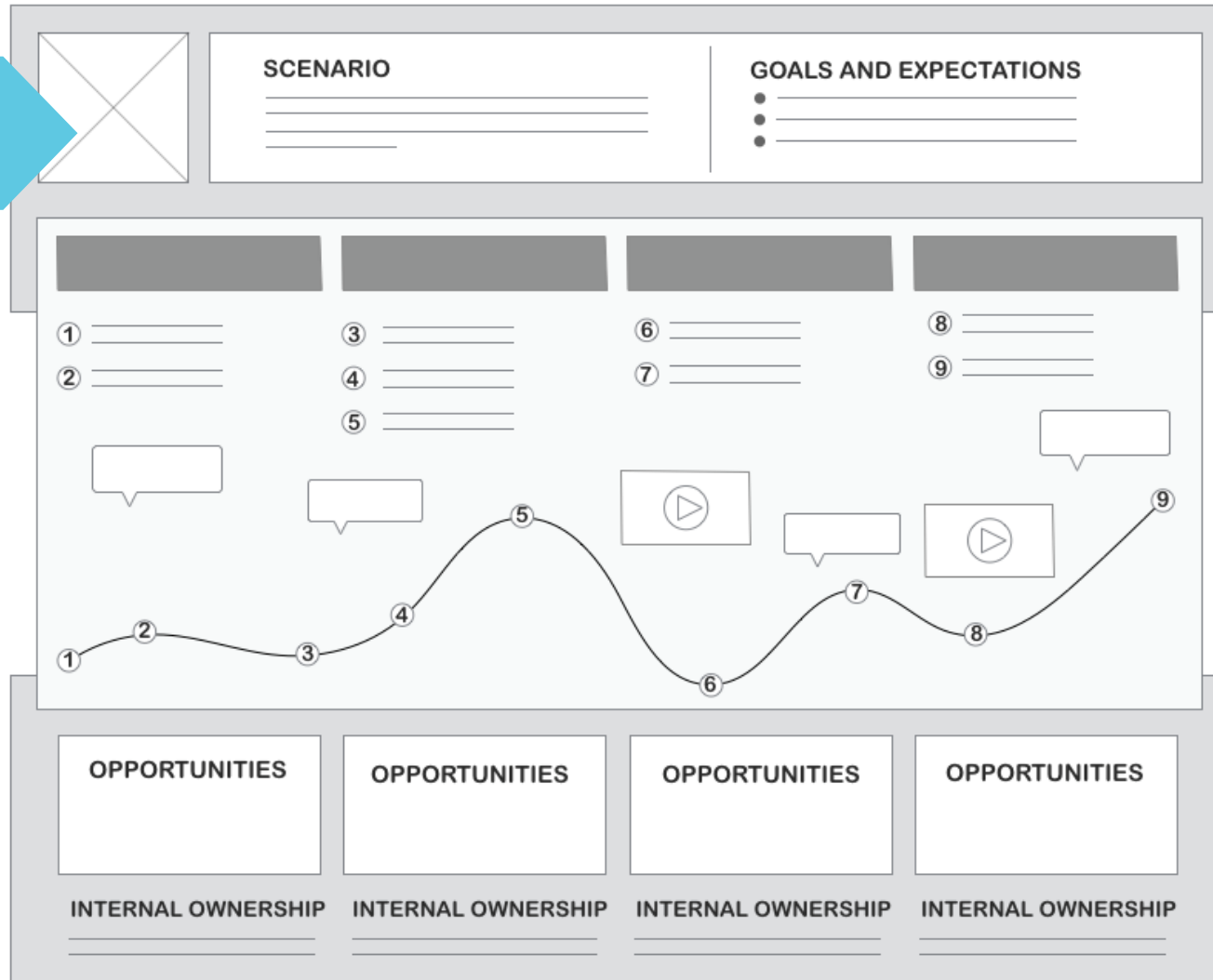
Template

Visual or graphic description of the **overall story from an individual's perspective** of their relationship with a service, product or brand, **over time** and **across channels**.

UX MAP	Persona			Data	
	Fase	Fase	Fase	Fase	Fase
Attività					
Canali					
Dispositivi					
Emozioni					
Opportunità					

Template

User actions

Personas

Scenarios

User emotions

User thoughts

Channels

Devices

Recommendations

Metrics

SCENARIO

GOALS AND EXPECTATIONS

Zone A: **The Lens**

actor   scenario

Zone B: **The Experience**

phases   actions, thoughts, emotions

Zone C: **The Insights**

opportunities

OPPORTUNITIES   OPPORTUNITIES   OPPORTUNITIES   OPPORTUNITIES

INTERNAL OWNERSHIP   INTERNAL OWNERSHIP   INTERNAL OWNERSHIP   INTERNAL OWNERSHIP

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Template

User actions

Personas

Scenarios

User emotions

User thoughts

Channels

Devices

Recommendations

Metrics

CUSTOMER/USER JOURNEY MAP

SPECIFIC USER + SCENARIO + GOALS

PHASE 1	PHASE 2	PHASE 3
1. _____	3. _____	7. _____
2. _____	4. _____	8. _____
	5. _____	9. _____
	6. _____	

OPPORTUNITIES + INTERNAL OWNERSHIP
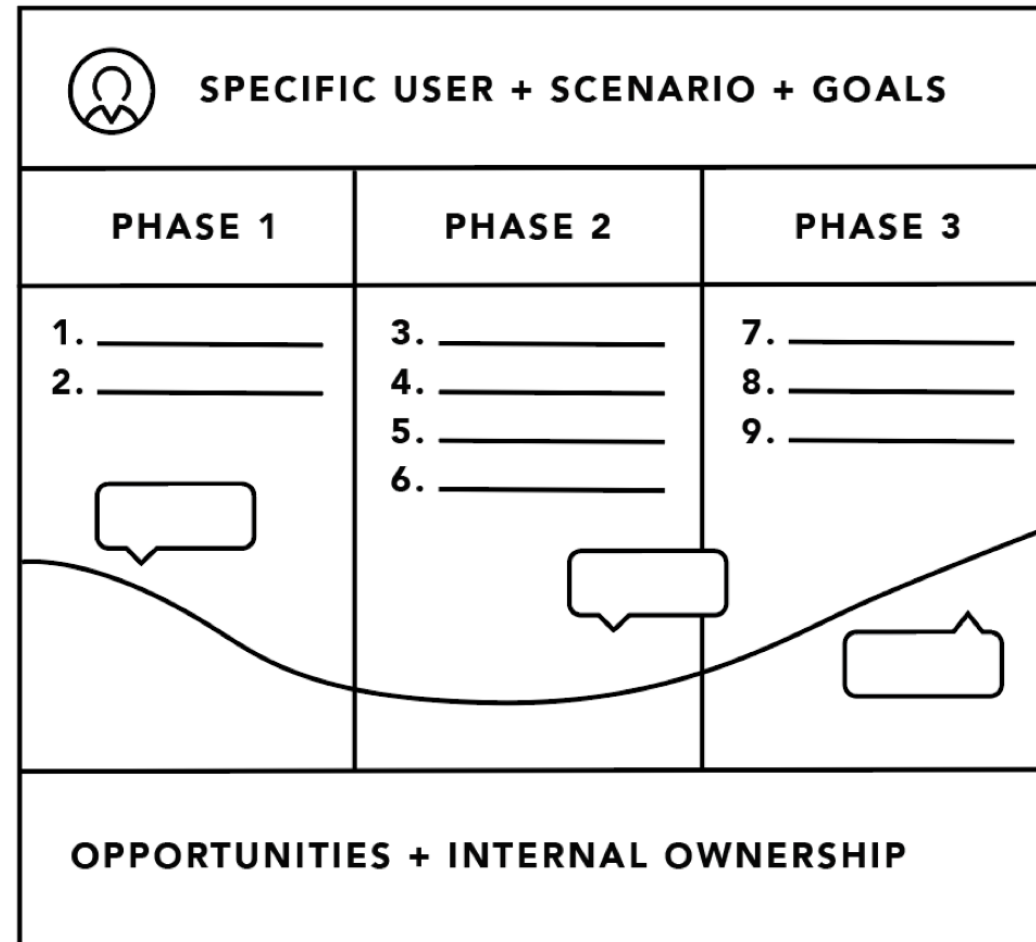
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Questions?
Confirmations?
Difficulties?
Applicability?

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Keep on working

You can refine your journey and validate it.

From the journey, you'll be able to easily identify and specify useful elements to **start prototyping** your solution, from the conceptual model to interactive mock-up to working prototypes ...

- USE CASES
- USER REQUIREMENTS
- TECHNICAL REQUIREMENTS
- DATA ARCHITECTURE
- ERROR RECOVERY STRATEGIES
- INTERACTION RECOMMENDATION
- MICROCOPY/CONTENTS
- ...

Questions ?

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