

well home

Module 4

USER JOURNEY

Further insights



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User Journey

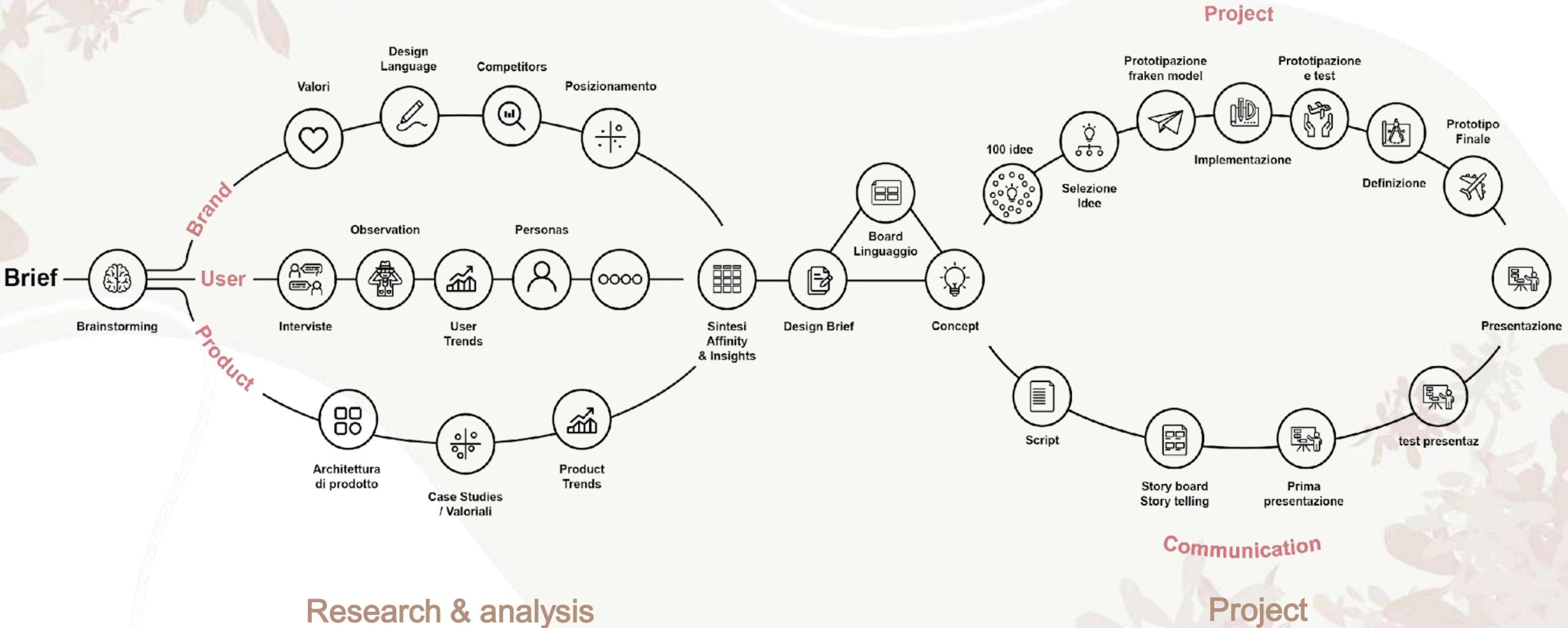
Understanding how people experience spaces and services is a key step in creating environments that truly respond to their needs.

The User Journey approach helps **analyse experiences from the user's perspective**, placing people at the centre of the design process.

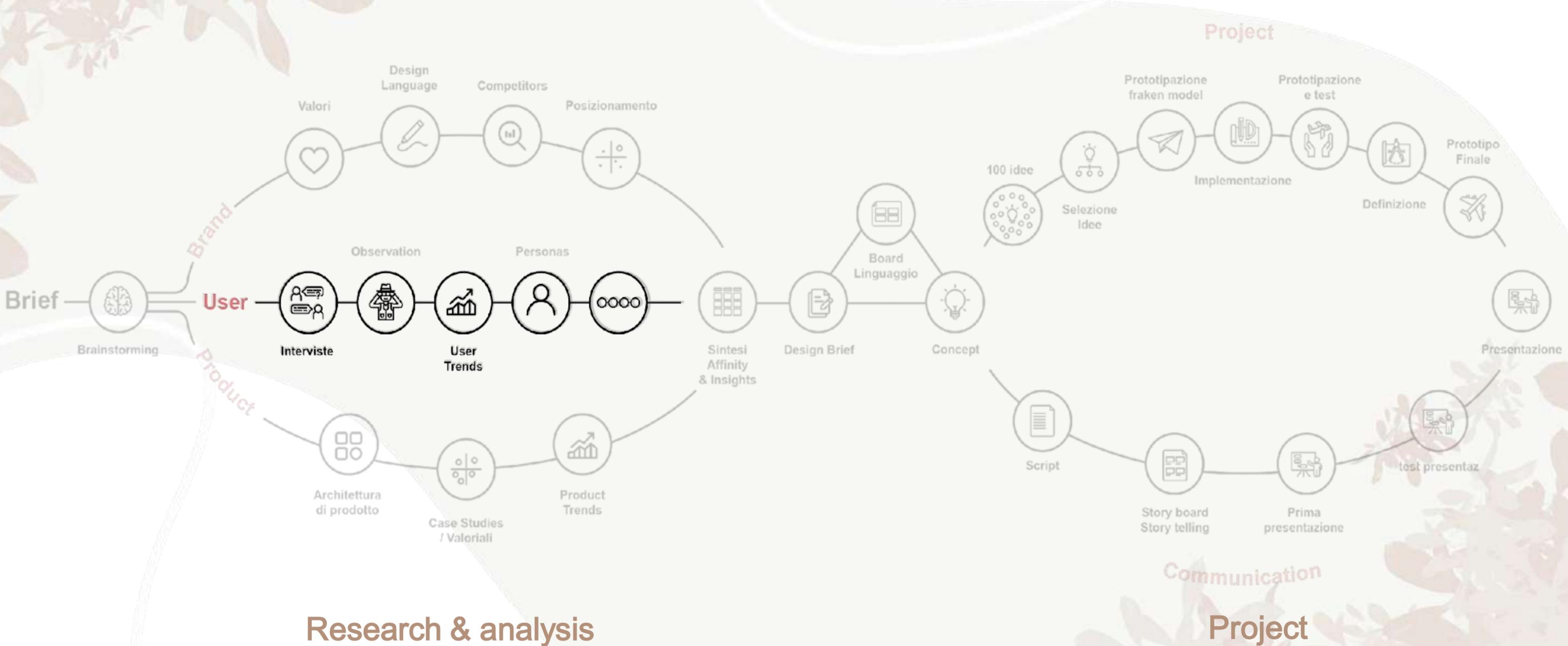
User Journey

The goal of this activity is to **identify opportunities** that can inspire innovative ideas to improve the overall user experience. By mapping interactions, emotions, expectations and potential barriers throughout different stages of the journey, participants **gain valuable insights** that can be translated into **practical and inclusive design solutions** that enhance wellbeing and accessibility.

The Design Thinking Process



The Design Thinking Process



User

When designing, it is essential to understand **who we are designing for.**

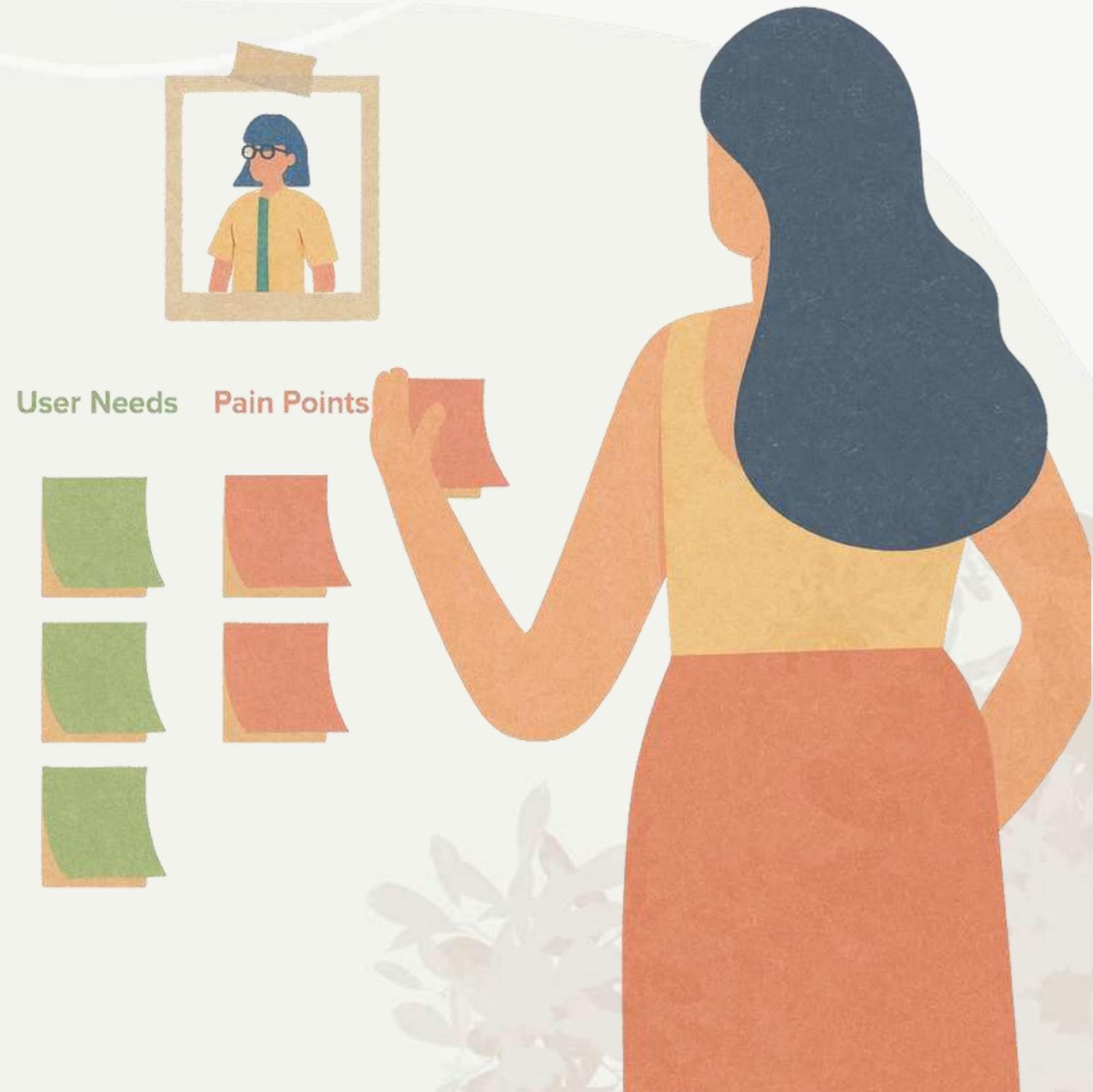
The user phase involves **conducting research** about the people who will use the product or service, in order to **better understand** their **needs, behaviours** and **experiences.**

User

The purpose of user research is to identify:

- **user needs**
- **pain points**

Identifying project opportunities means discovering solutions that respond to users' needs and address the challenges they face.



User

The following tools are used to identify **user needs** and **pain points**.



Interviews

Observation Trends

Personas

**Customer
Journey**

INTERVIEWS

Users are invited to answer a series of questions about the product to be designed.



OBSERVATION

The user is observed while using the product to be designed (e.g., a blender).



TREND ANALYSIS

User behavior and data are analyzed through online research to identify patterns and trends.



PERSONAS

In this stage we define exactly who the users are, including their age, goals, needs, and preferences.



USER JOURNEY

This stage serves to map the complete experience a user goes through while interacting with the product or space



Analysis tools

In each of the previous phases, **user needs** and **pain points** are identified to define project opportunities, that is, the improvements we can make to the product.



Designers don't just create objects – they craft experiences that people can enjoy.

But what do we mean by “**experience**”?

Consider a product like a car. Think about all the moments we interact with it: loading it for a long trip, driving tired at night, or even buying it.

What becomes clear is that **people care** less about the object itself and **more about how positive their experience is** when using it.



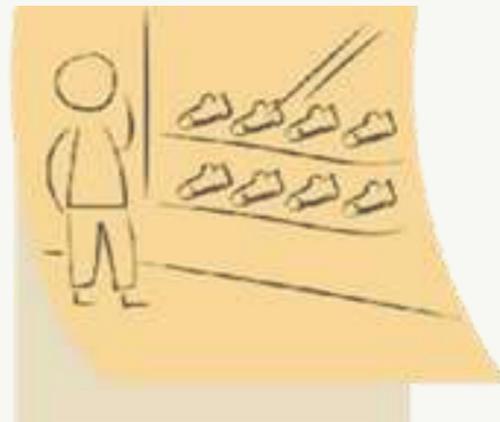
It is therefore essential to analyze the user's experience and **identify which aspects can be improved.**

For example, imagine needing to load the car while your hands are full. If you cannot easily open the trunk, this creates a pain point.

By examining these moments, designers have found opportunities to innovate – such as introducing a hands-free trunk opening system that solves this problem and improves the overall experience.



The User Journey is a tool for analyzing the user's experience. It involves **mapping the moments** when users interact with the product, often using post-it notes to capture each step and touchpoint



Why analyze the user experience?

Let's consider, for example, the experience of a user when she arrives at the checkout after purchasing shoes...



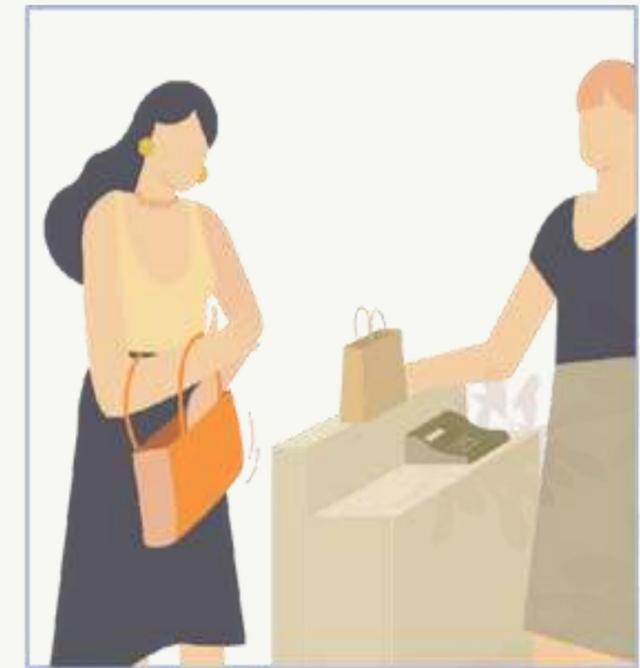
She approaches the checkout carrying a bag



She searches for her wallet



The bag slips and items fall to the floor



She feels frustrated and struggle to pick everything and organize her things

Why analyze the user experience?

By designing based on the user's experience, we can innovate the product by offering a better experience (B).



How do we create a user journey?

It is **created collaboratively** by the team on a board, after completing the interview and observation phases.

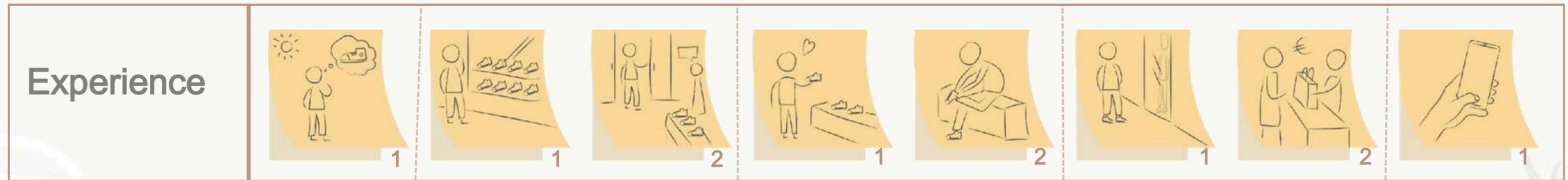
It is important to build it only after these phases, because **the insights gathered from user research** provide the data needed to accurately define the experience.



User Journey

Let's look at an example where the goal is to design a new retail experience.

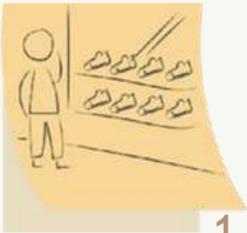
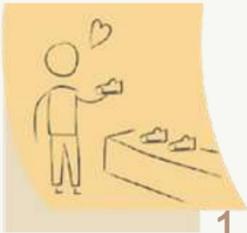
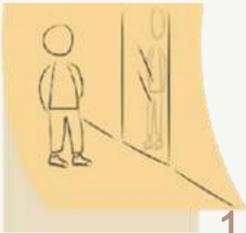
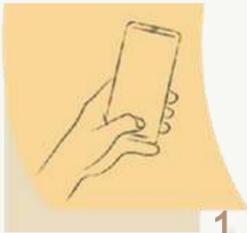
INSERT MAP OF THE LOCATION + ITINERARY



The first step is to draw on a post-it all the actions that the user performs during the experience.

User Journey

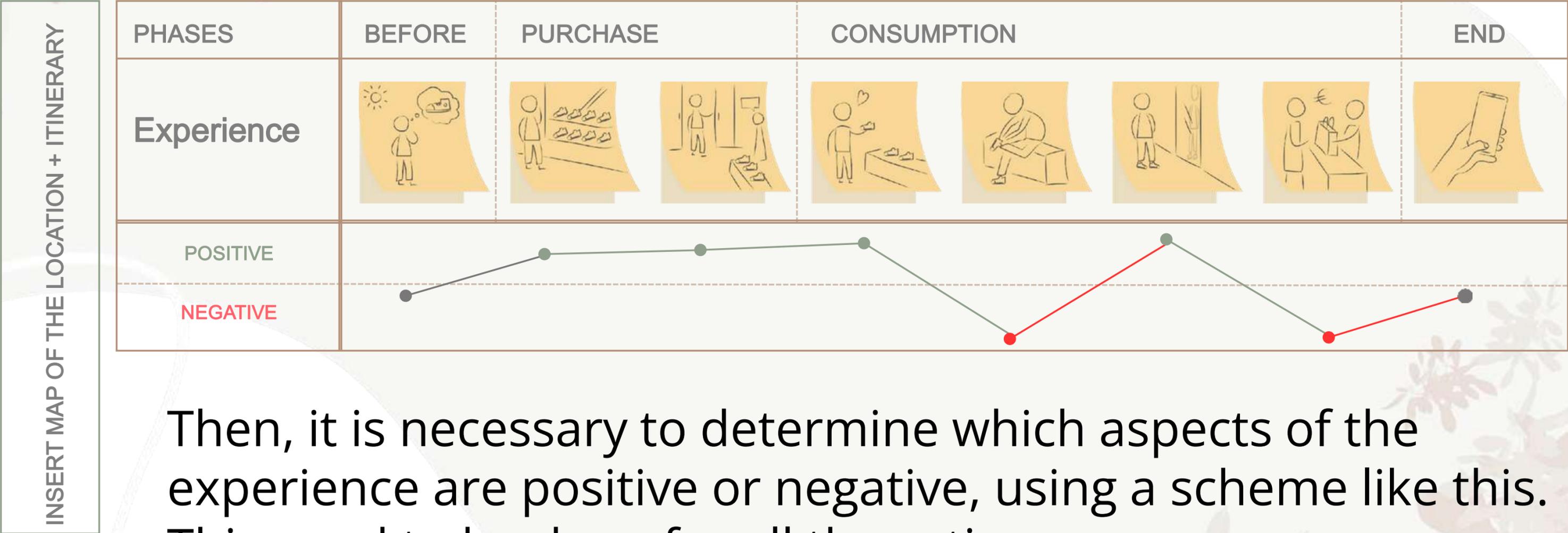
Next, the experience needs to be divided into stages.

PHASES AFTER	BEFORE	IN	ON	OUT
Experience	 1	 1  2	 1  2	 1  2  1

INSERT MAP OF THE LOCATION + ITINERARY

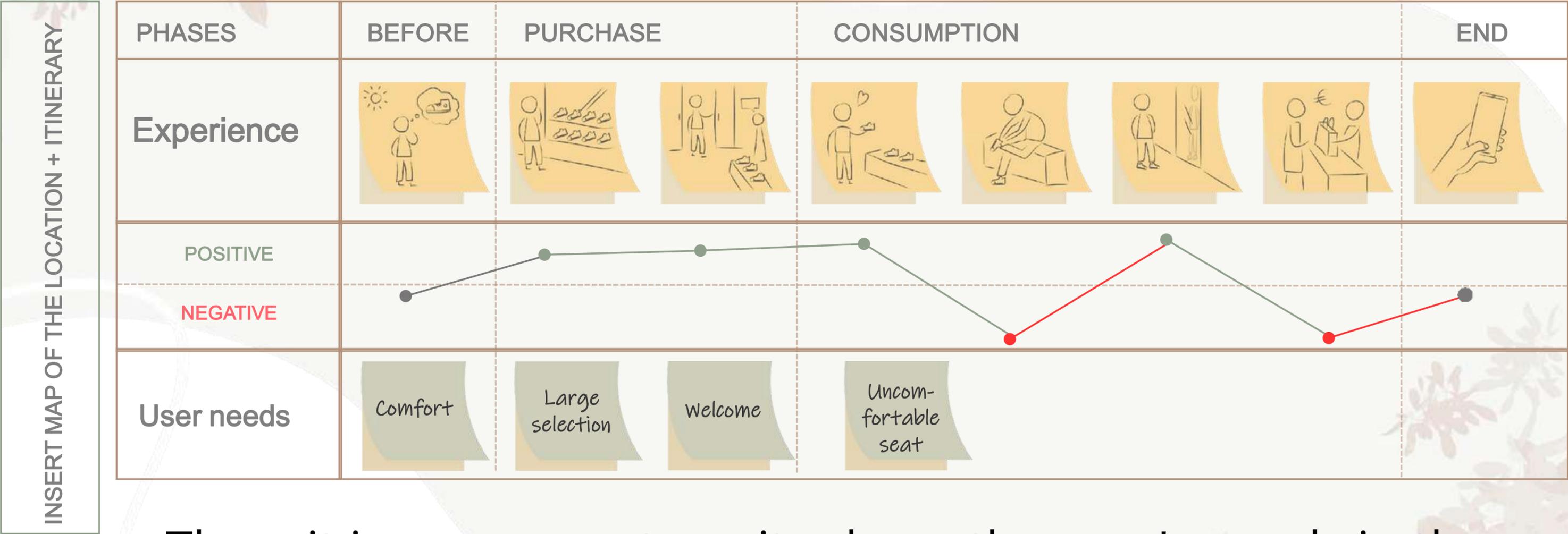
“In” can refer to various times ONE, TWO, THREE, FOUR, depending on the experience.
Remind to put the numbers of the flows.

User Journey



Then, it is necessary to determine which aspects of the experience are positive or negative, using a scheme like this. This need to be done for all the actions.

User Journey



Then, it is necessary to write down the user's needs in the various stages of the experience, only when they are identified.

User Journey

INSERT MAP OF THE LOCATION + ITINERARY	PHASES	BEFORE	PURCHASE	CONSUMPTION				END	
	Experience								
	POSITIVE		●		●	●	●		
	NEGATIVE	●				●	●	●	
	User needs	Comfort	Large selection	Welcome	Uncomfortable seat				
Pain points		Confusion			Lack of experience customized test		Checkout area not easily visible	No experience	

Next, it is necessary to insert the pain points only where identified.

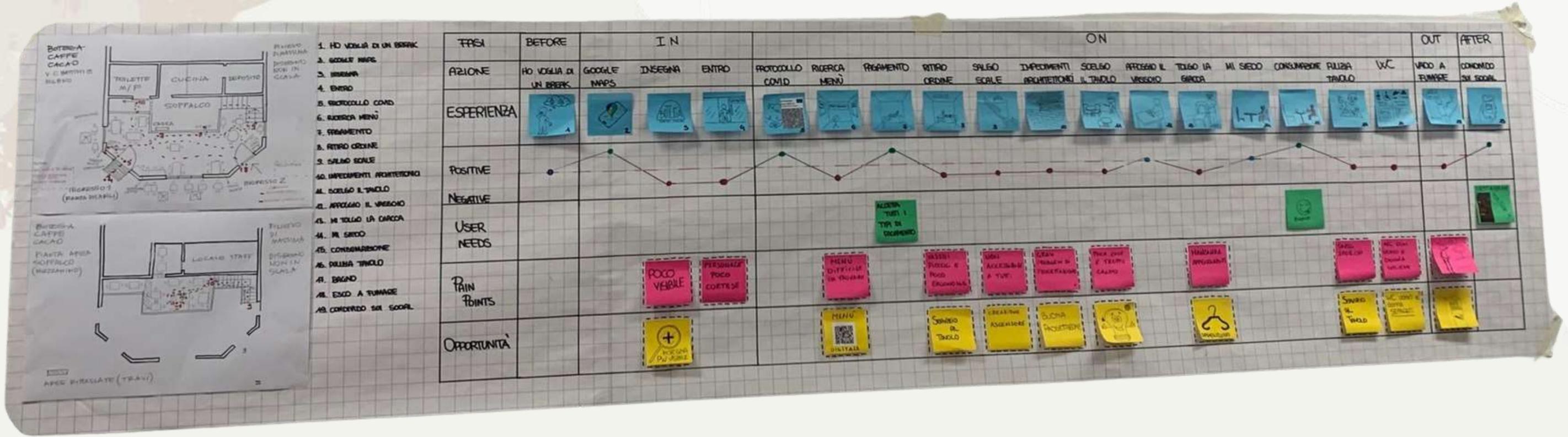
User Journey

INSERT MAP OF THE LOCATION + ITINERARY

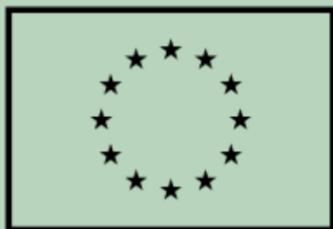
PHASES	BEFORE	PURCHASE		CONSUMPTION				END
Experience								
POSITIVE		●		●		●		
NEGATIVE	●				●		●	●
User needs	Comfort	Large selection	Welcome	Uncomfortable seat				
Pain points		Confusion			Lack of experience customized test		Checkout area not easily visible	No experience
Opportunities					Personalized purchase trial		Strategic checkout positioning	

Finally, we note the identified opportunities to improve the experience.

EXAMPLES



Project partners



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