

Module 4

USER JOURNEY

well
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LEARNER'S HANDOUT



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Module 4: USER JOURNEY

Why this activity is important and how it helps you when you renovate real places.

Why we do this activity

Before changing or renovating a space, it is important to understand how people actually use it in everyday life. A room may look fine on paper, but in reality, people may feel uncomfortable, blocked, stressed, or avoid certain areas.

People move, stop, wait, meet others, and perform daily actions in a space. These movements and habits tell us a lot about what works well and what does not. If we ignore them, design decisions may not match real needs.

This is why we do the USER JOURNEY activity. It helps you see a space through the eyes of the people who use it, so that future changes are based on real life, not assumptions.

What the USER JOURNEY activity is

The USER JOURNEY activity is a practical exercise where you map how a space is really used. You do this by drawing a simple floor plan and showing how people move, stop, meet, or use different areas during the day.

You will use lines, symbols, and colored post-its to represent movements, actions, needs, problems, and ideas. Each color helps show something different, such as places that feel uncomfortable, areas that work well, or things that could be improved.

There are no right or wrong drawings. The goal is not to make a perfect plan, but to make everyday experience visible, so it can later be used to improve the space.

What you will do in this activity

In this activity, you will create a simple map of a space and trace how people use it during everyday activities. You will draw paths, mark stopping points, and note where people feel comfortable, uncomfortable, or confused.

You will use colors, symbols, and post-its to show movements, actions, needs, and problems you observe or experience. This makes daily routines visible and easier to understand.

Ideally, each learner will apply the exercise to a space they know or use personally. At the end, you may share your USER JOURNEY with the group (only if you feel comfortable), which helps everyone see how the same space – or similar types of spaces – can be experienced differently by different people.

Why you do it for yourself first

Before helping other people improve the space they live in, it is important to understand your own habits and movements. You also move in your house in certain ways, avoid some areas, stop in others, and feel comfortable or uncomfortable in different places.

By mapping your own USER JOURNEY, you become more aware of how daily actions, routines, and emotions are connected to space. This helps you notice things you normally do without thinking about them.

When you understand your own experience first, it becomes easier to respect and understand how other people experience their spaces, even when their habits or needs are different from yours.

How this activity helps you in real life

Every space carries a story of how people actually move, interact, and spend time in it. The USER JOURNEY activity helps you notice these real patterns instead of guessing how a space should be used.

When you later work on improving or renovating a real place, this activity helps you understand where problems appear, such as crowded areas, uncomfortable paths, or places people avoid. It also shows where things already work well and should be protected.

By using the USER JOURNEY tool, you learn to design changes that fit people's real lives, making spaces more comfortable, accessible, and easier to use for everyone.

What is the most important skill you learn here?

ANALYTICAL THINKING

In this context, analytical thinking means:

- Observing how people actually move, act, and interact in a space.
- Identifying patterns, recurring behaviors, and areas of tension or opportunity.

Little by little, this helps you:

- Recognize problems, needs, and underused areas that are not always obvious at first glance.
- Translate observations into actionable insights for design decisions that are realistic, user-centered, and suited to everyday life.

EVALUATION

1. What is the main purpose of the USER JOURNEY activity?

- a) To decorate a space
- b) To understand how people really use and experience a space
- c) To measure the size of a room

2. In the USER JOURNEY activity, you focus mainly on:

- a) Furniture brands and prices
- b) Movements, actions, and daily habits in a space
- c) Drawing a perfect floor plan

3. Why do you map movements and pain points in a space?

- a) To make the drawing look nicer
- b) To show architectural skills
- c) To see where people feel comfortable or uncomfortable

4. What can colored post-its and symbols help you show?

- a) Only decoration ideas
- b) Problems, needs, and ideas for improvement
- c) Building rules

5. Why is it important to do the USER JOURNEY activity for yourself first?

- a) Because it helps you understand your own habits and feelings
- b) Because it is faster
- c) Because it shows you the “right” way to use the space

6. When using the USER JOURNEY tool, which statement is correct?

- a) There is only one correct way to draw the map
- b) Simple drawings are considered wrong
- c) There is no right or wrong way – only authentic experience

7. How does the USER JOURNEY activity help in real renovation work?

- a) It helps choose colors quickly
- b) It helps design spaces based on real life, not assumptions
- c) It helps copy designs from magazines



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