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User Journey - example



STAGES	BEFORE		IN		
ACTIONS	Waking up and leaving the bedroom	Deciding to use the kitchen	Entering the kitchen	Walking around to gather items	
EXPERIENCE					
POSITIVE <hr/> NEGATIVE					
USER NEEDS					
PAIN POINTS					
OPPORTUNITIES					



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User Journey - example



ON

Preparing coffee and breakfast at the counter

Sitting at the table to eat



More workspace for prep and cooking efficiency

Enough space to eat

Limited counter space

Crowded table, dropped or forgotten items

Reorganize appliances to free up space

Create designated zones, or add storage for personal items



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User Journey - example

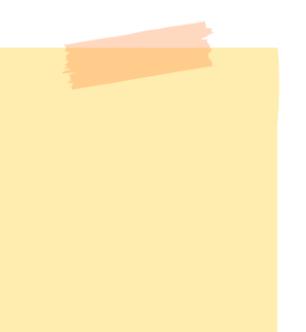
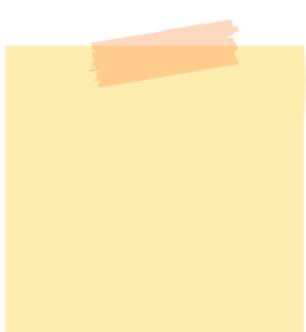
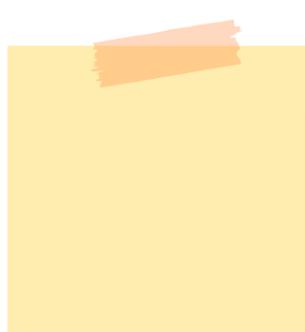
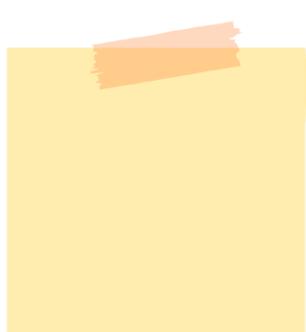
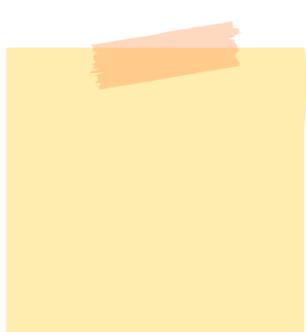


OUT AFTER

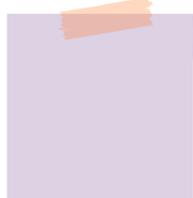
Clearing the table, carrying dishes to the sink

Wash the dishes

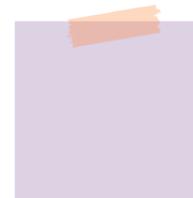
Leaving the kitchen



Dedicated space to and hold dishes after washing



Easy, unobstructed access



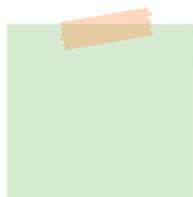
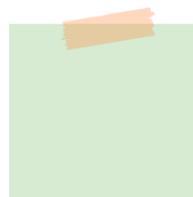
No drying area makes it hard to place washed dishes



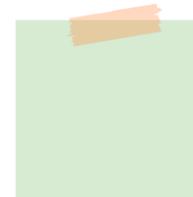
Congested exit



Allocate a specific counter zone for cleaned items



Keep exit paths clear, reposition furniture or storage





INSTRUCTIONS

1. Choose your space:

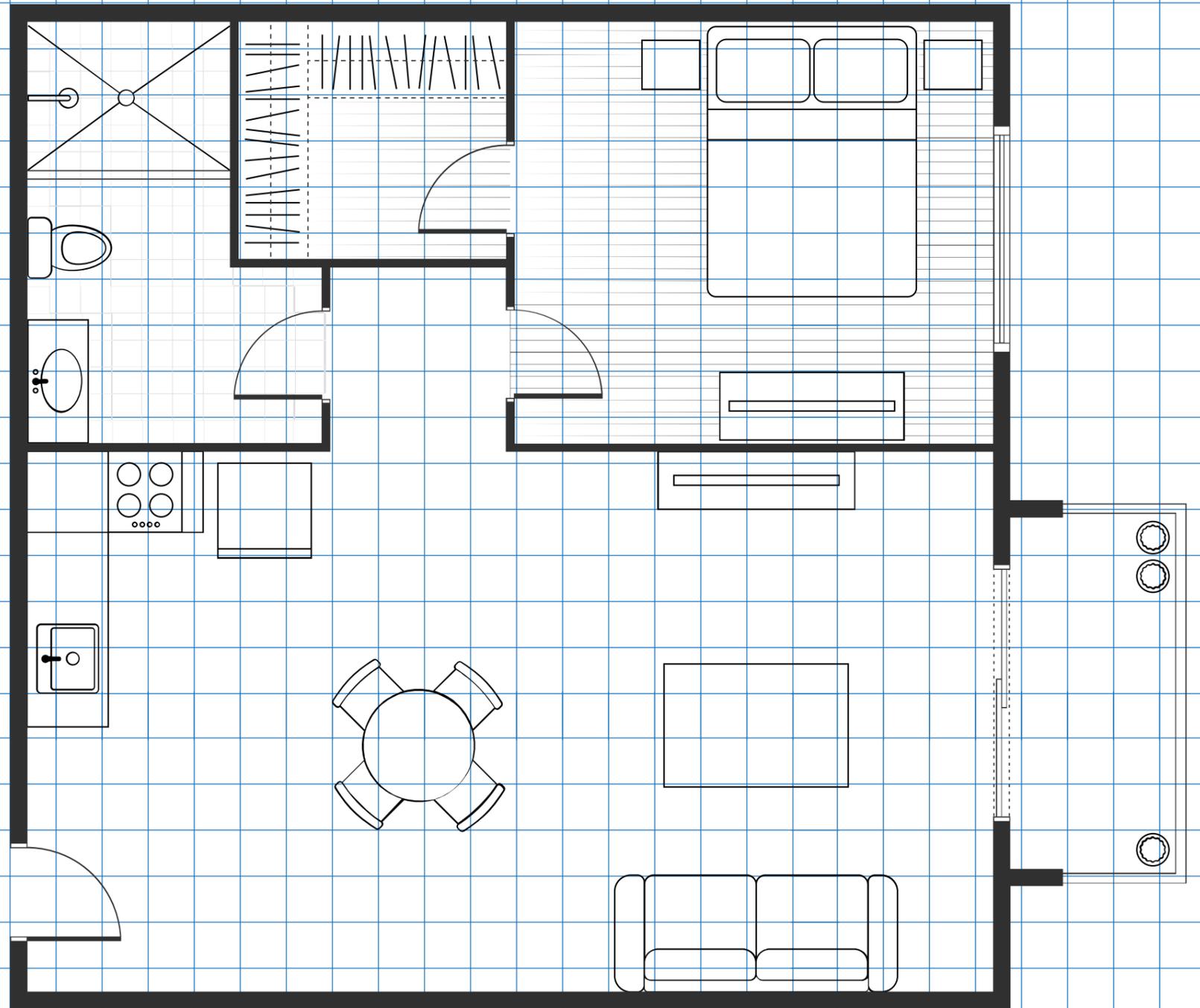
- Ideally, pick a space you know well
- If you don't live there, select a space you often use or have observed closely.

2. Draw the basic layout:

- Outline the walls of the space using the grid to keep proportions.
- Include doors, windows, and major fixed furniture/appliances.
- Don't worry about exact measurements - approximate positions are enough.

3. Add furniture and objects:

- Sketch tables, chairs, counters, beds, shelves, or other relevant items.
- Indicate movable objects if they affect movement.





Stage definitions for the USER JOURNEY Tool:

- **BEFORE:** Actions that happen before entering the space, such as preparing to enter, deciding to use it, or moving toward it. Focus on intentions, anticipation, or early interactions.
- **IN:** Actions that involve entering and moving through the space. Observe circulation, navigation, and how people position themselves relative to others or objects.
- **ON:** Actions that occur when a person is stationary and actively using the space. Includes tasks, interactions, or routines carried out while situated in one spot.
- **OUT:** Actions related to leaving or exiting the space, including moving toward another area or preparing to finish an activity.
- **AFTER:** Actions or reflections that happen after leaving the space, such as tidying up, noticing what worked well, or thinking about improvements.

Other key terms:

- **Pain Point:** A problem, obstacle, or source of discomfort encountered in the space. Can be physical, social, or emotional.
- **Opportunity:** A chance to improve the space or make the experience better. Often arises directly from observed pain points or user needs.
- **User Need:** The underlying requirement or desire of the person using the space (e.g., comfort, safety, privacy, efficiency) that explains why a pain point or opportunity matters.

