

# 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.

# 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.**

# The Design Thinking Process

Design Thinking is a **human-centered approach** that improves how we create spaces. It has five stages:

- **Empathize:** Understand users' needs, behaviors, and feelings.
- **Define:** Clearly state the design problem.
- **Ideate:** Generate creative solutions, like layouts, furniture, and lighting.
- **Prototype:** Create models or mockups to visualize the space.
- **Test:** Gather user feedback and refine the design.

# Empathize stage → Identify needs and pain points

**INTERVIEWS**

OBSERVATION

USER  
TRENDS

PERSONAS

USER  
JOURNEY

Directly gathers  
users' thoughts,  
needs, and pain  
points

# Empathize stage → Identify needs and pain points

Watching how users interact with spaces helps understand real behaviors

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**INTERVIEWS**

Directly gathers users' thoughts, needs, and pain points

**OBSERVATION**

**USER TRENDS**

Analyzing patterns in behavior or preferences informs design decisions.

PERSONAS

USER JOURNEY

# Empathize stage → Identify needs and pain points

Watching how users interact with spaces helps understand real behaviors

Creating fictional but realistic user profiles to represent different types of users

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**USER  
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**PERSONAS**

**USER  
JOURNEY**

Directly gathers users' thoughts, needs, and pain points

Analyzing patterns in behavior or preferences informs design decisions.

Mapping the steps users take within a space to identify opportunities and pain points

# Empathize stage

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

INTERVIEWS

OBSERVATION

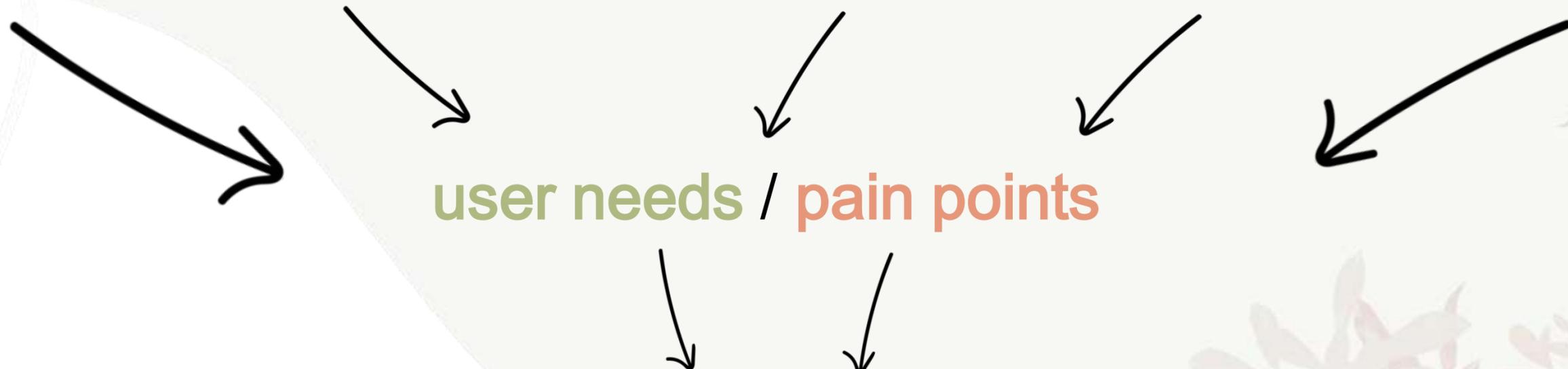
USER  
TRENDS

PERSONAS

USER  
JOURNEY

user needs / pain points

PROJECT OPPORTUNITIES

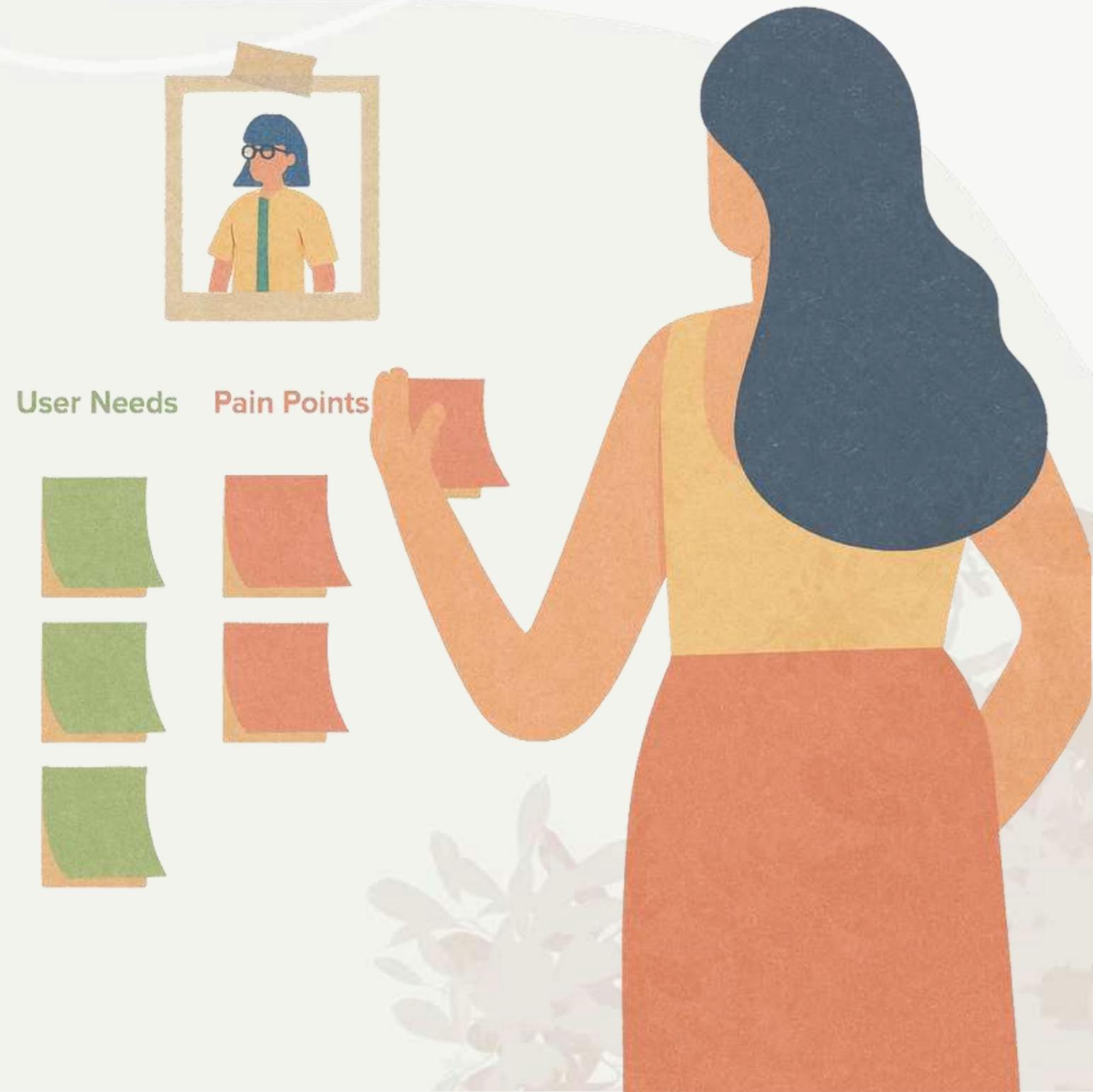


# User

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.



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.



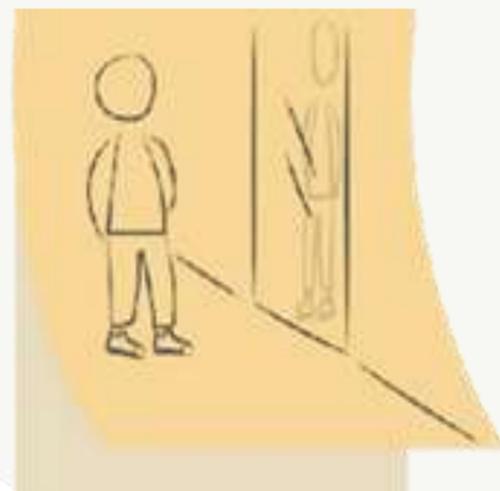
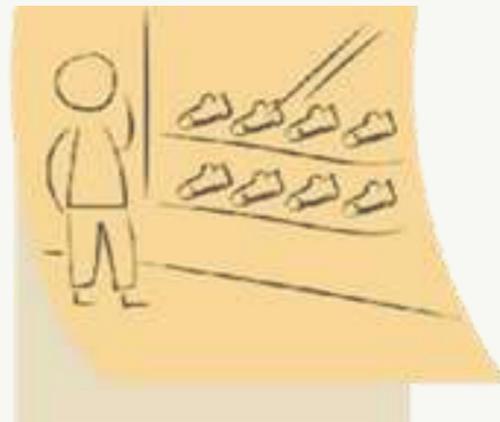
It is therefore essential to analyze the user's experience and **identify which aspects can be improved.**

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?

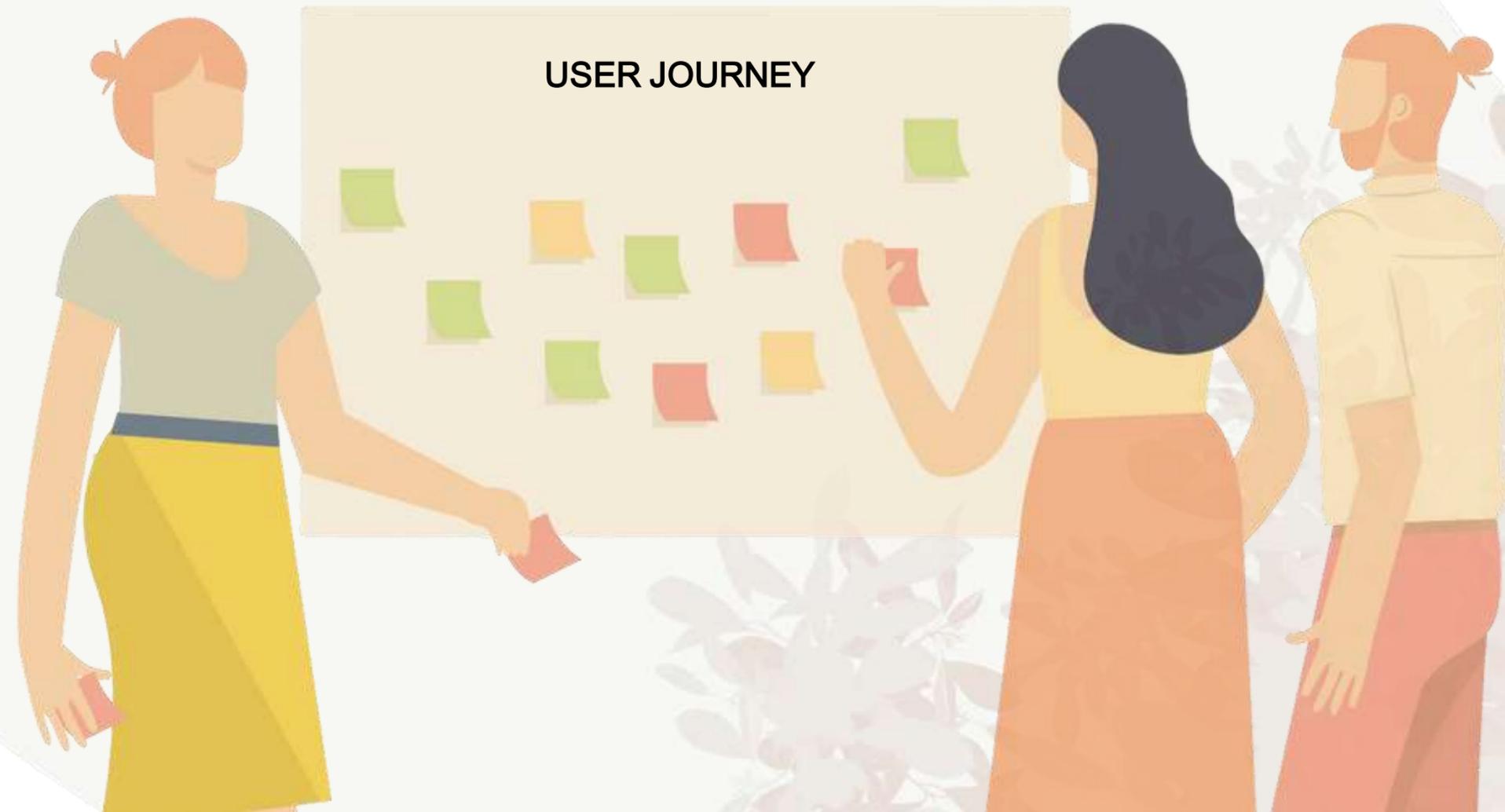
By designing based on the user's experience, we can innovate the product by offering a better experience (B).



# How do we create a user journey?

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

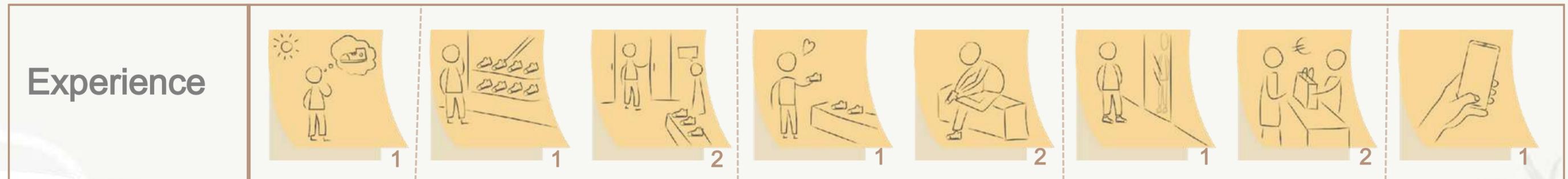
It is important to build it only after these phases, because **the insights gathered from user research** provide the data needed to accurately define the experience.



# User Journey

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

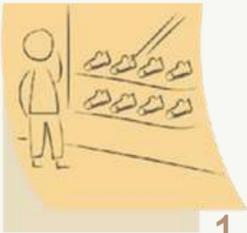
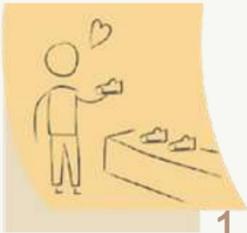
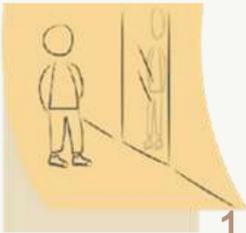
INSERT MAP OF THE LOCATION + ITINERARY



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

# User Journey

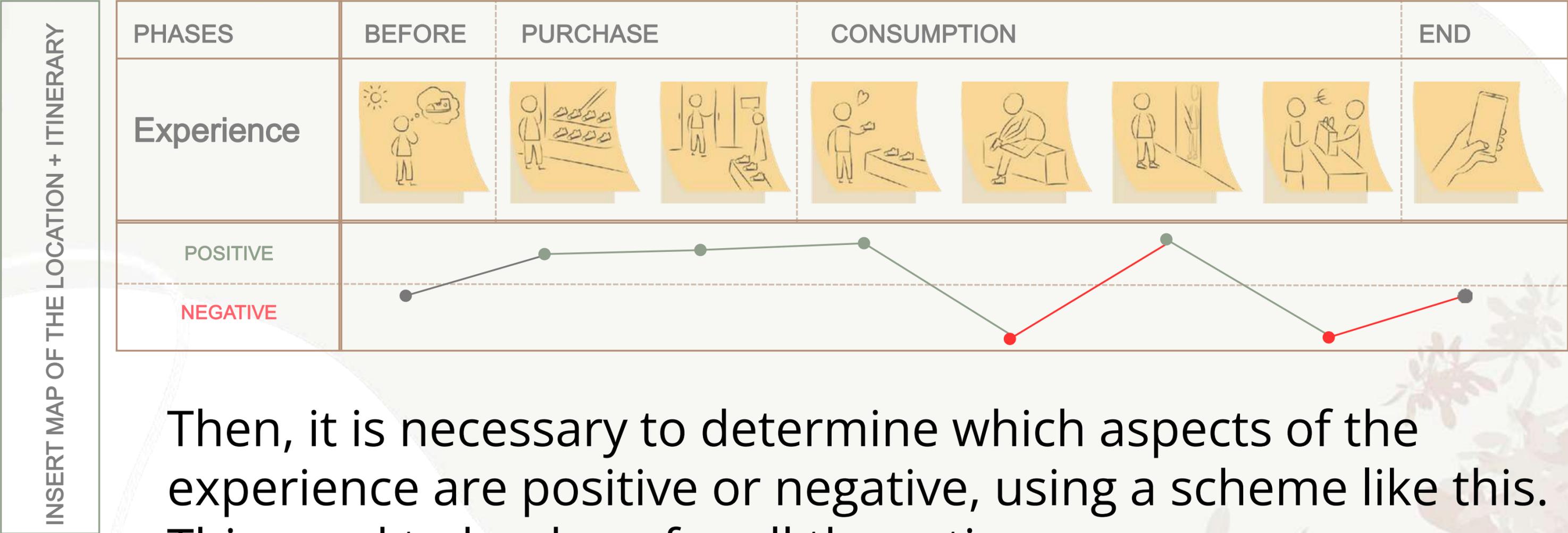
Next, the experience needs to be divided into stages.

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

INSERT MAP OF THE LOCATION + ITINERARY

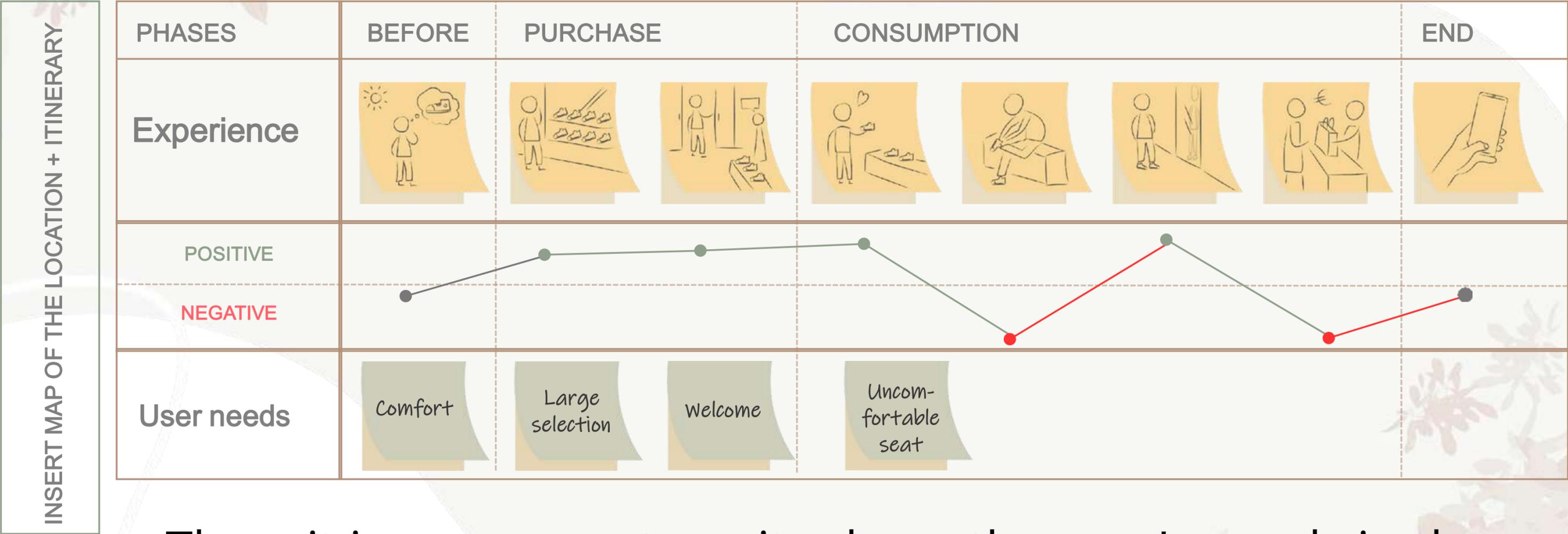
“In” can refer to various times ONE, TWO, THREE, FOUR, depending on the experience.  
Remind to put the numbers of the flows.

# 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.

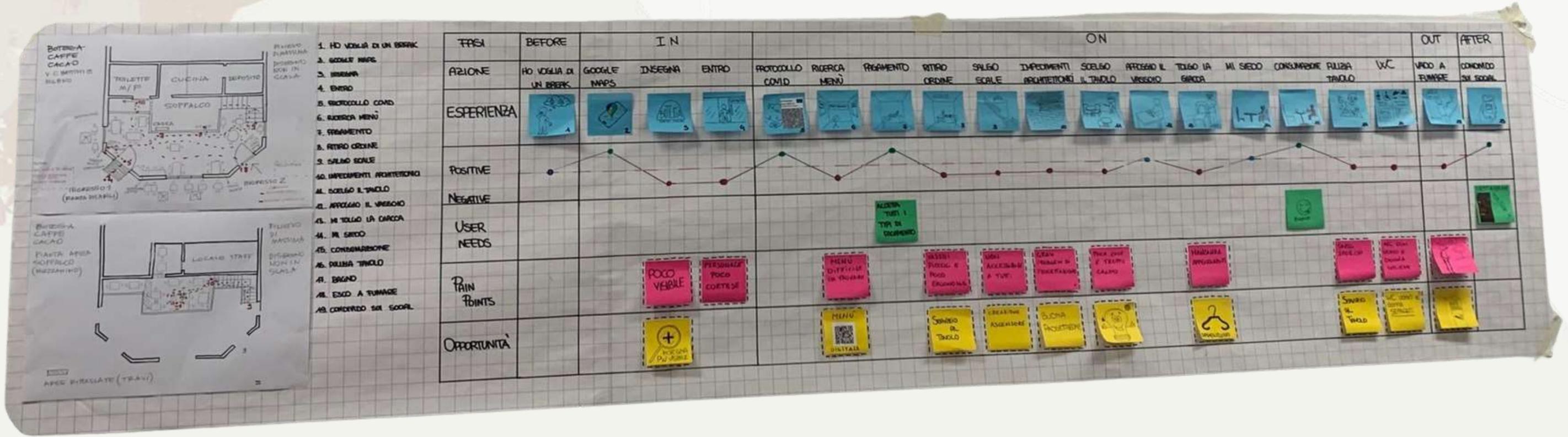
# User Journey

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 1	Strategic checkout positioning 2	

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

# EXAMPLES



well,  
home

## Project partners

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**mem** mind  
emotion  
movement

 **SIVA**



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