

User Journeys

No screens

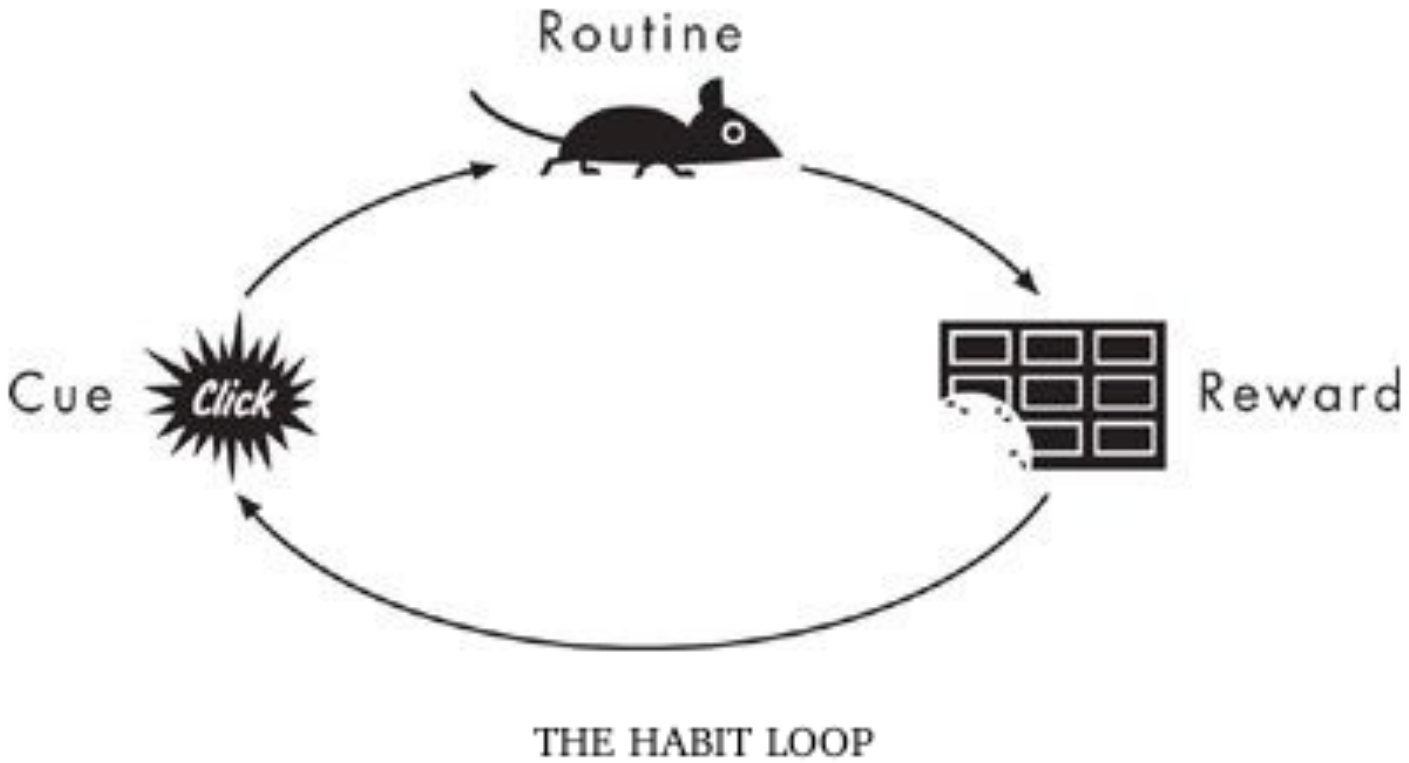


Prof. Lydia Chilton
COMS 4170
9 March 2020

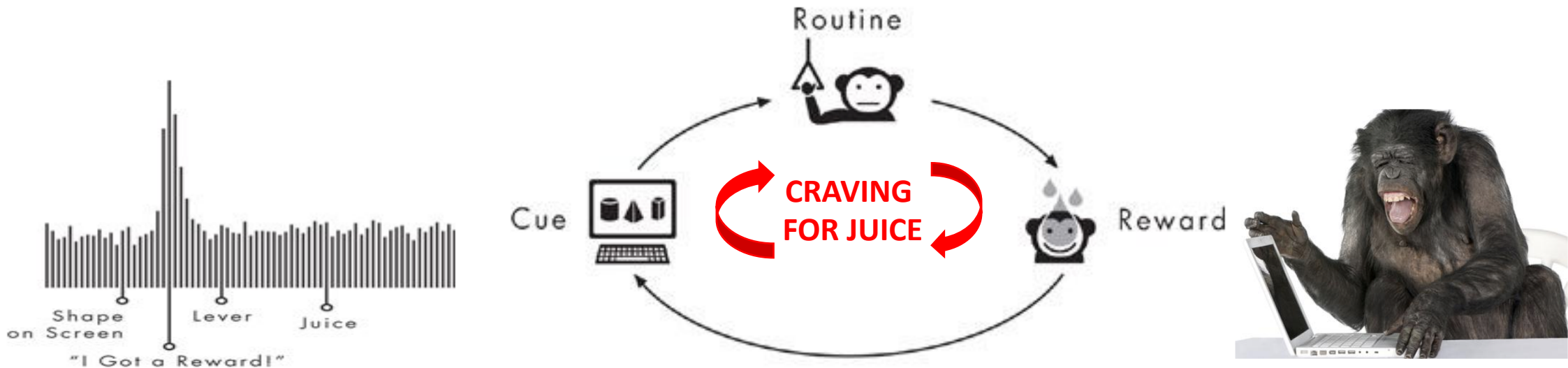
Say your name



The Habit Loop



The Habit Loop is Driven By Cravings



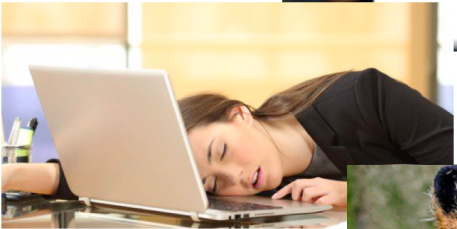
In a habit, what draws us to act is not the reward itself, but the need to **alleviate the craving for that reward.**

Feelings drive basic behavior



Hungry

Eat



Tired

Sleep



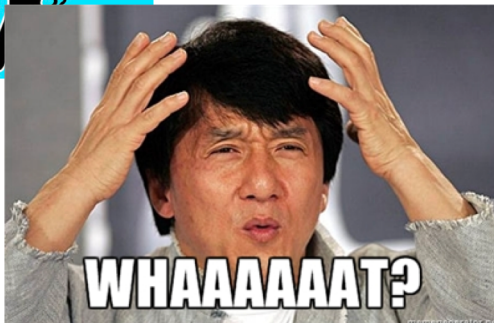
Fear

Run away



Antsy

Pee



Confusion

Ask

Identify the user's **pain**
and associate your product
as the source of **relief**.

	Facebook/Twitter	Google	News, Instagram	Email
Boredom				
Loneliness				
Frustration				
Confusion				
Indecisiveness				
Validation of importance				
Fear of missing out				

We must identify users pain
to improve their experience.

But.. If you ask “what causes you pain” you get answers like:

I hate paying taxes

I hate homework

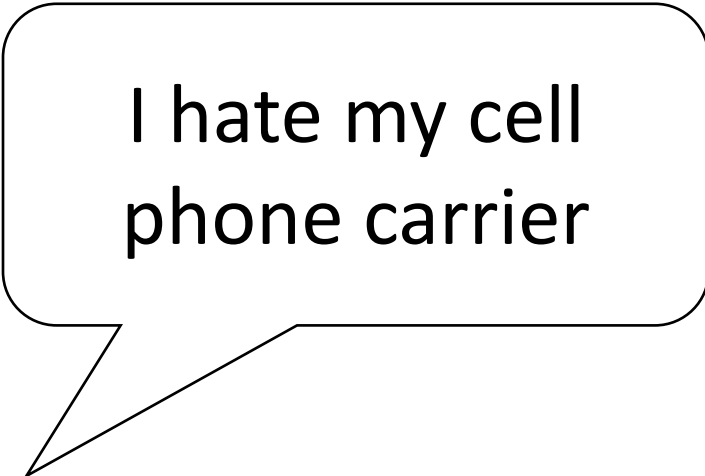
We want to get beyond the obvious,
And get insights about what parts of this they hate.

I hate eating
vegetables

I hate my cell
phone carrier

I hate speaking up
in class

To identify the users' pain points and *find opportunities to help them*, we need to dig into the details of their experience.



I hate my cell phone carrier

What's the experience of switching mobile phone plans?

Step 1.

Find a real person who has done this recently.



Jamie

Step 2.

Ask them about the last time they did it.



When was the last time you switched phone plans?

What made you want to do that?

What did you expect the experience to be like. Hard? Easy? Boring? Exciting?



JAMIE

Scenario: Jamie needs to switch her current mobile plan. She wants a plan that can save her money without having to sacrifice usage limits.

EXPECTATIONS

- Clear online information
- Ability to compare plan breakdowns
- Friendly and helpful customer support

Why not ask a broad question: “What is like to switch phone plans?”



When was the last time you switched phone plans?

What made you want to do that?

What did you expect the experience to be like. Hard? Easy? Boring? Exciting?

People are better at accurately recalling a specific incident.

Asking about a general experience will force them to synthesize and generalize on the spot.

We want to get data on one raw, authentic experience and synthesize it ourselves.

Step 3.

Listen to their story. Ask question to help elicit the chain of events. At each stage, ask:

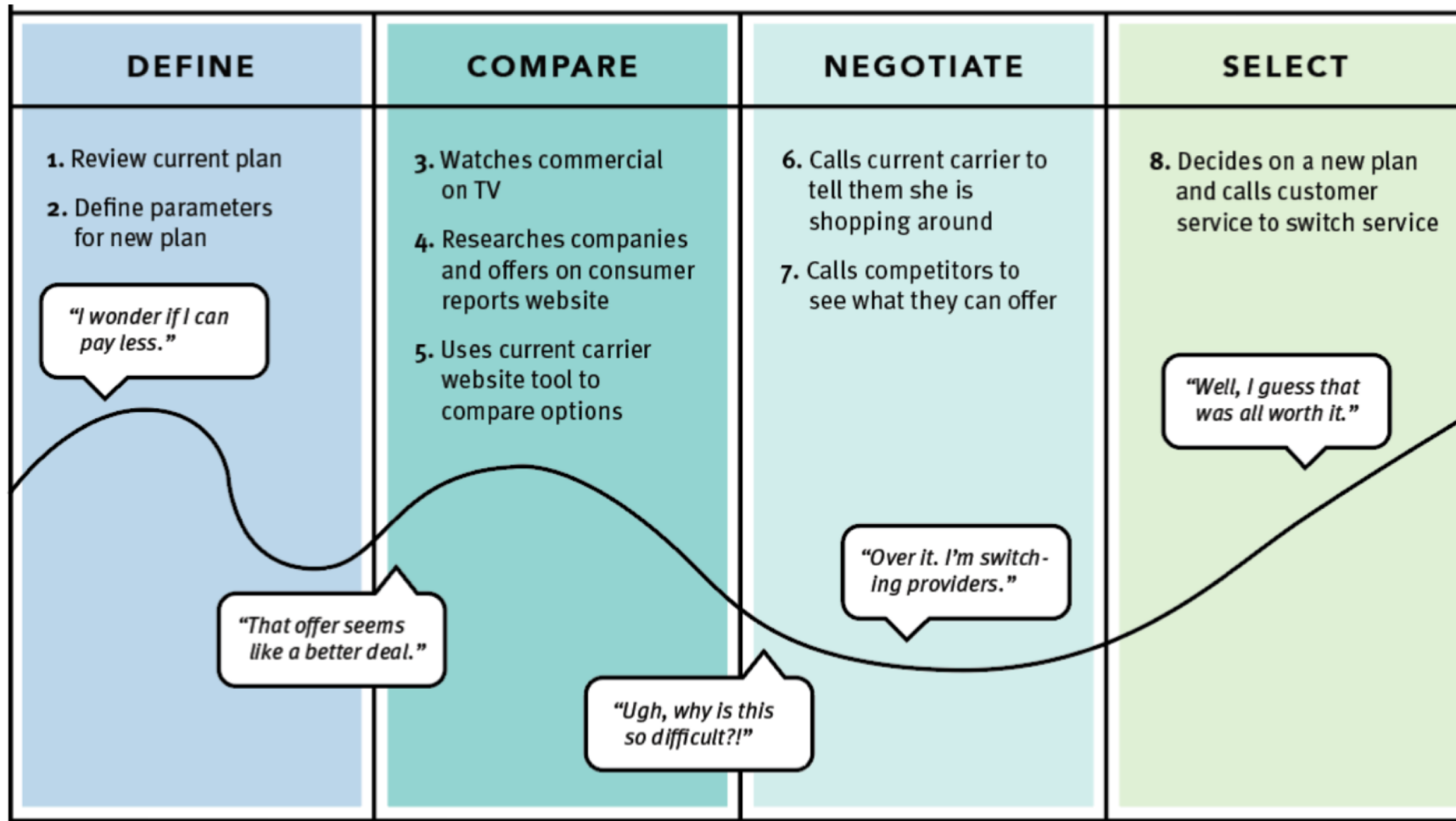
What were they doing?

What were they thinking?

What were they saying?

Step 4.

Synthesize the experience into the states. Name them.
Map out the emotional highs and lows.



Step 5.

Identify insights, opportunities and metrics.

OPPORTUNITIES

- Compare alternate companys' offers for her
- Breakdown current plan into \$ amounts
- Customer support via text messaging/chat

INTERNAL OWNERSHIP + METRICS


- Cusomer Support Team: reduce average call time to 2 minutes
- Web Team: add funtionality to allow Jamie to compare plans within our site
- Marketing Team: track competing offers to create competitor database

Let's try it.

“Tell me about a time you raised your hand in class and answered a question.”

At each stage: What were you doing?
 What were you thinking?
 What were you saying?

NN/g CUSTOMER JOURNEY MAP TEMPLATE

	PERSONA _____	SCENARIO _____	USER EXPECTATIONS _____ _____	
PHASE 1 _____	PHASE 2 _____	PHASE 3 _____	PHASE 4 _____	
DOING				
THINKING				
SAYING				
INSIGHTS _____ _____ _____		INTERNAL OWNERSHIP _____ _____ _____		


Now your turn -

Try this exercise on a classmate.

“Tell me about a time you raised your hand in class and answered a question.”

At each stage: What were you doing?
 What were you thinking?
 What were you saying?

NN/g CUSTOMER JOURNEY MAP TEMPLATE


	PERSONA _____	SCENARIO _____	USER EXPECTATIONS _____ _____	
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DOING				
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SAYING				
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Switch roles!

“Tell me about a time you raised your hand in class and answered a question.”

At each stage: What were you doing?
 What were you thinking?
 What were you saying?

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	PERSONA _____	SCENARIO _____	USER EXPECTATIONS _____ _____	
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INSIGHTS _____ _____ _____		INTERNAL OWNERSHIP _____ _____ _____		

But your not ready to design
solutions yet.

What are you missing?

What kind of things would you ask me?

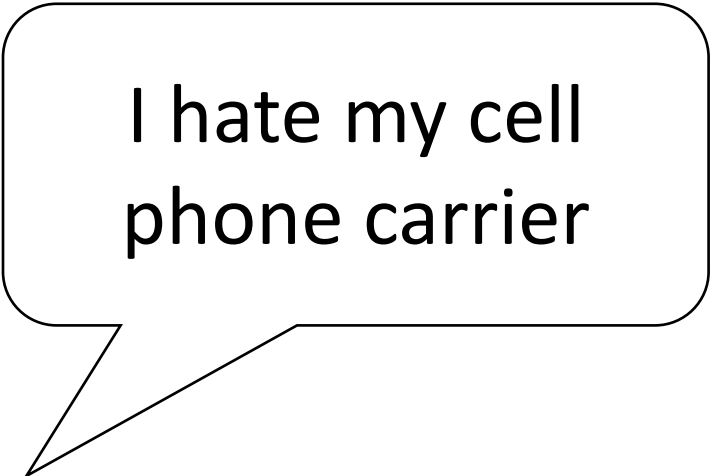
- When did you first start this policy?
 - What were your goals?
 - Expectations?
- What was your experience?

Summary

Identify the user's **pain**
and associate your product
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	Facebook/Twitter	Google	News, Instagram	Email
Boredom				
Loneliness				
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To identify the users' pain points and *find opportunities to help them*, we need to dig into the details of their experience.



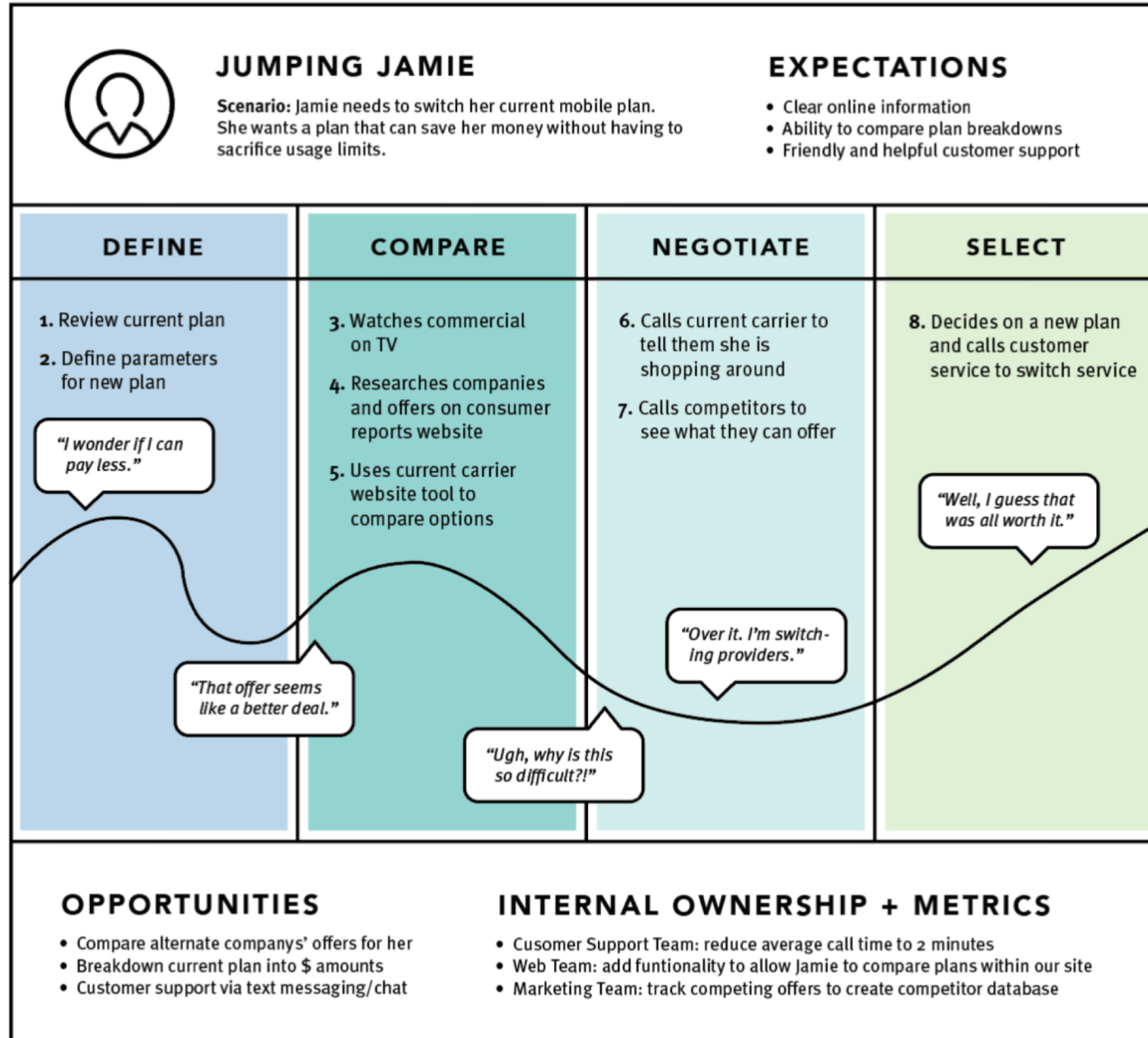
I hate my cell phone carrier

What's the experience of switching mobile phone plans?

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SAYING				
INSIGHTS _____ _____ _____		INTERNAL OWNERSHIP _____ _____ _____		

CUSTOMER JOURNEY MAP *Example (Switching Mobile Plans)*



HW7 is out. Due ***Friday*** 3/13 4pm
Do participation:

New course page url: (no www, must be https)
<https://coms4170.cs.columbia.edu/2020-spring/>

Columbia University

User Interface Design

COMS 4170 · Spring 2020

Home

Grading

Syllabus

Piazza

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MARCH 2

[Participation Form](#)
[Homework 5 review](#)
[Accessibility](#)

MARCH 4

[Homework 6 due @ 4pm](#)
[Participation Form](#)
[Navbars and Habits Formation](#)
[Homework 7 out](#)

MARCH 6

[Participation Form](#)
[Navbars and Habits Formation](#)