

# STORYTELLING FOR UNDERSTANDING THE USER

OER: STORYTELLING FOR UNDERSTANDING THE USER

## Objective & Scope

In any research phase of a design process is essential to implement specific tools that allow a deeper understanding of the potential users, through strategies of representation and visualization that will impact directly in the user experience with the product or service. The Persona Map is a fictional character created to represent a user or customer type. The persona puts a potential new solution (e.g. a website, a brand, a product, or a service) into the context of the respective needs and the jobs to be done. A User or Customer Journey Map provides a representation, vivid visualization and a structured storytelling of how the user experiences interact with a product or service through a specific journey. The resulting map is a visual depiction of what users need and what steps they take to fulfill those needs as they interact with a product.

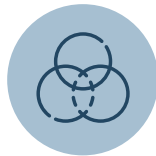
## Activity Question

**Do you know your user and how he interacts with a product or service?**

## Learning Goals

- Be able to use stories to communicate and connect emotionally with stakeholders and users while working collaboratively within multidisciplinary teams.
- Be able to craft stories for research, empathize with people needs, ideate scenarios, and prototype solutions.
- Be able to communicate with empathy and create impact.
- Be able to apply critical thinking to map out key information and solve problems creatively.

## Categories



**Design Process**

## References

- Lewrick M., Link P., Leifer L. (2020). The Design Thinking Toolbox: A guide to Mastering the Most popular and Valuable Innovation Methods. Hoboken, New Jersey. John Wiley & Sons, Inc.
- Still B, Crane K. (2016). Fundamentals of User-Centered Design: A Practical Approach. Taylor & Francis Group.

## Support material

- A Persona Map template or a structure drawn in a whiteboard or flipchart
- A completed Journey Map
- [OER](#)
- [Summary presentation](#)

## Equipment

- Sticky notes, post-its, pens and markers.
- Photos from observations of potential users in their natural environment.
- Pens and colour markers.
- Large wall or whiteboard where to hang up and display all the pictures, persona map and Journey Map template

## A.

### PERSONA MAP

The Persona Map is a fictional character created to represent a user or customer type. The persona puts a potential new solution (e.g. a website, a brand, a product, or a service) into the context of the respective needs and the jobs to be done.

#### Step 1: Persona description

Describe the persona. Start by giving the persona a name, gender and age. Add additional demographic information such as social milieu, family, hobbies and general interests.

#### Step 2: Persona visualization

Visualize the user "character" with a drawing, sketch, photo, a mood-board or a collage composition made with magazine clippings and images. Represent it visually in order to know how it looks.

#### Step 3: User tasks /jobs to be done

Identify the user's tasks and jobs the user does and think where can he/she be helped?

#### Step 4: Use cases

Describe all use cases in the context of the design challenge and problem statement (Where? What? How?). Where does the user makes use of our innovation offering? What happens before and after? How does s/he do it and interact?

#### Step 5: Problems /Pains

Empathize with the persona "character", put in his/her shoes and recognize what are the biggest difficulties and problems the user has. They can be unsolved problems or difficulties the user has with existing products and offers.

#### Step 6: Gains

Now determine the gains that are the possibilities and benefits the user might deserve to obtain in order to overcome the previous pain and problem.

#### Step 7: Influencers

Identify who are the key persons who have the influence on the user persona, like family members, friends, stakeholders, work colleagues or even public personalities. They can all impact users' behavior.

#### Step 8: Trends

Define current mega trends, market trends, environmental, technology or social trends that can impact and influence the persona.

#### Step 9: Final Discussion & analysis of the work.



Less than or around an hour



Small group Discussion



Discover

## B.

### CUSTOMER JOURNEY MAP

The Journey Map will help to specify user requirements or user goals that must be met for the product to be successful. A User or Customer Journey Map provides a representation, vivid visualization and a structured storytelling of how the user experiences interacting with a product or service through a specific journey.

#### Step 1: Persona and user profile

Identify a persona for whom the journey will be created. Share the story of the persona with the design team. Use the key information displayed at the Persona Map to create a compelling storytelling.

#### Step 2: Experience Scenario

Describe the scenario where the experience takes place or the job to be done. What does the persona do and what is the context? It can be an end-to-end experience or a specific part of it.

#### Step 3: Timeline and stages

Define at least 5 moments in the journey. That includes what happens BEFORE, DURING, and AFTER the actual experience to be sure that the most important steps are included. Take into consideration the following questions: What is the time span? What is the step-by-step experience? How much time has passed in the journey?

#### Step 4: Touchpoints

Identify the physical touch points where users interact with the product or service. These can be from personal face to face contact between individuals, to virtual interactions with a website or physical application of the product.

#### Step 5: Interactions Storytelling

Describe which actions and stories take place on each stage and which interaction should be assigned where and how. Include in the story what the user thinks while the persona is interacting. Discuss or brainstorm, within the group and map them out on post-its.

#### Step 6: User Emotion and satisfaction

What is the user mood at every interaction? Are they happy, frustrated, angry? Capture the emotional status with glue dots or emoticons.

#### Step 7: Opportunities

Identify potential areas of improvement by analysing each stage's stories.

#### Step 8: Area of responsibility/process owner

Define the people responsible for the action / process within the organization. As a result of previous steps, a customer journey mapping activity should provide a high-level overview of all activities and factors that influence the user experience.

#### Step 9: Final Discussion & analysis of the work



Less than or around an hour



Small group Discussion



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