# User Journeys and UI Sketching

WOW!

6.1040 Recitation 4

# USER JOURNEYS

# WHAT ARE USER JOURNEYS?

## USER JOURNEY

A user journey is a **narrative** that captures the **context**, **motivation**, and **sequence of actions** that a user performs with respect to an app in order to accomplish the user's broader goal.

This also includes any key **decisions** that need to be made, **outcomes** and the user's **responses**, and specific **interactions** with UI.

Think of user journeys as the overall story of the user while trying to achieve a specific goal. We will see some examples later in this recitation!

# WHY DO WE DO THIS?

**As software designers, we want to put ourselves in the shoes of a potential user so we can meet user needs.**

Considering user journeys helps us to:

- Effectively communicate the overarching goal/motivation for our app
- Reveal gaps between what our app offers and actual user needs
- Clarify possible desirable (or undesirable) outcomes for our app
- Think through possible edge cases for users
- As a result, identify any new actions, syncs, and possibly states that might need to be added to cover these edge cases
- Define logical, efficient interaction paths for users within our app interface

# A USER JOURNEY SHOULD MAKE THESE CLEAR:

## USER GOAL

What does the user want to ultimately achieve? This goal should be specific, and align with your problem identifications.

## CONTEXT

What might put the user in this situation? Are there environmental factors that might be important to what actions the user will take, or how the user might react?

## MOTIVATIONS

Focus not only on what the user is doing, but why the user engages in this actions to achieve their goal. What might they be thinking?

## SPECIFIC ACTIONS

What is the specific, logical sequence of actions that the user is taking in order to achieve their goal?

## IMMEDIATE CONSEQUENCES

What is the result of each action the user takes, and how might it affect them? Are they frustrated? Confused?

## OUTCOME

What is the end result of this user journey? This should be a meaningful result that hopefully aligns with your goal.

# A USER JOURNEY IS...

## CONCRETE

A user journey should clearly include specific actions that the user performs. These should be specific enough to clearly identify the flow of the user, but not too granular such that the progression is being buried under unnecessary noise.

## LOGICAL

A user journey should follow a linear, logical flow of events and actions so that the viewer can easily see the motivations and outcomes of each interaction.

## CONCISE

A user journey should not be overly detailed, and is meant as a way of quickly and efficiently conveying the main components of user interaction that might be relevant to the software design process.

# USER JOURNEY EXAMPLE

**Let's say we have a calendar app with a meeting scheduling feature.**

A user wants to set up a 1 hour long project check-in with her teammates on Monday. There are 5 team members, and the user does not want to have to individually check for availability with all of them. The user opens our calendar app on her laptop, which will open to their own calendar. They can check their own availability for Monday on this page, and there is a free slot from 1PM to 5PM. They click "Add New Event", and the app takes the user to the event creation form page. Then, the user can fill out the form (ex: title, description), and add their teammates' users to the event in the respective field. Then, they click "Select a Time" and the app navigates to a page that depicts all shared free slots between the user and their team members. There seems to be a free hour-long slot for everyone at 2PM, so the user selects the slot and clicks "Create Event." The app sends an invite to all other users added to the event, and the user receives confirmation that the meeting is scheduled. The user feels relief, since the meeting was easily scheduling without needing to reach out to all 5 team members about this meeting.

# UI SKETCHING

# WHAT IS UI SKETCHING?

UI sketching is the process of **drawing out your user interfaces**. These are intended to be **quick**, **conceptual** representations of your user interface before refining and committing to more detailed wireframes.

We want our sketches to be inexpensive and efficient--it's okay if they're not perfect, as long as they clearly convey the conceptual ideas.

You do NOT need to be good at drawing to create an effective UI sketch!

# EXERCISE:

Draw a cat.

# UI SKETCHES ARE...

## INEXPENSIVE & EFFICIENT

A UI sketch is used to **brainstorm** and solidify **concepts**--it is not meant to be time consuming or refined! In practice, that happens in wireframing (ex: using Figma to create a polished app screen)

## CLEAR & CONCISE

UI sketches **should not be too detailed**, but they should still be clear in the components and concepts that they intend to convey. If needed, feel free to annotate your UI sketches if you feel like the sketch is too vague.

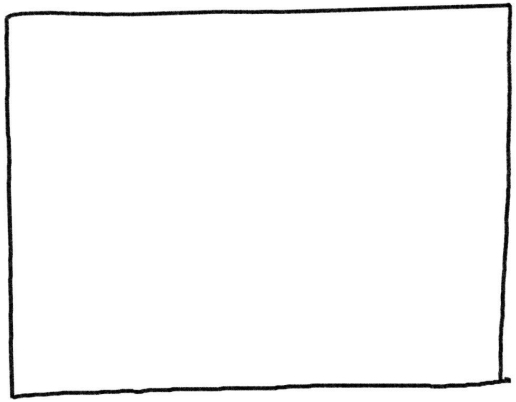
## ITERATIVE

Since UI sketches are rough and meant to quickly get your ideas down, we can very efficiently **iterate** over our design ideas. This is super helpful in solidifying your understanding of your app. In this case, **quantity** (number of iterations) helps more than quality (spending a long time on one sketch)

"The investment with a sketch is the **concept**, not the execution"

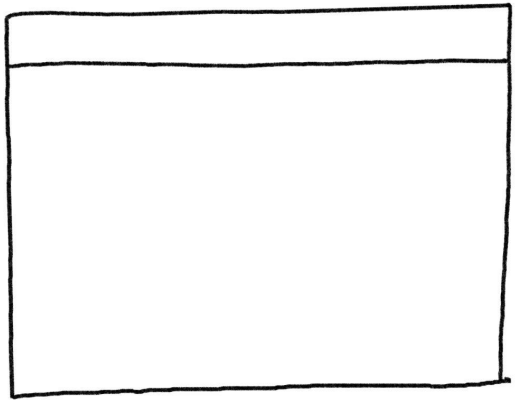
# UI SKETCH EXAMPLE

Start with a rectangle for the browser window.



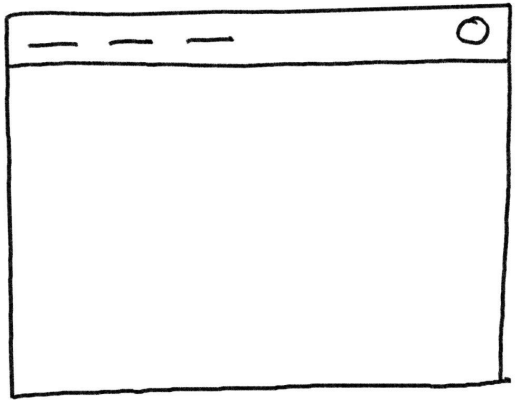
# UI SKETCH EXAMPLE

Add a line to represent the navbar.



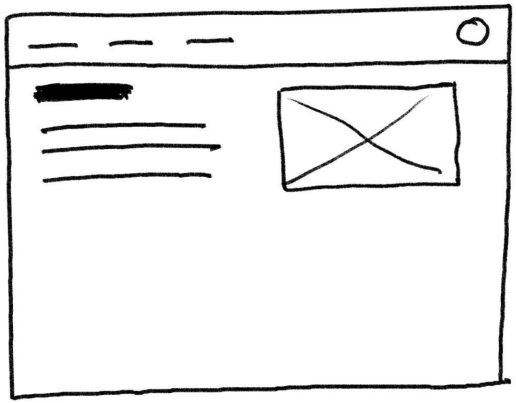
# UI SKETCH EXAMPLE

Add lines to represent links, a circle to represent a profile.



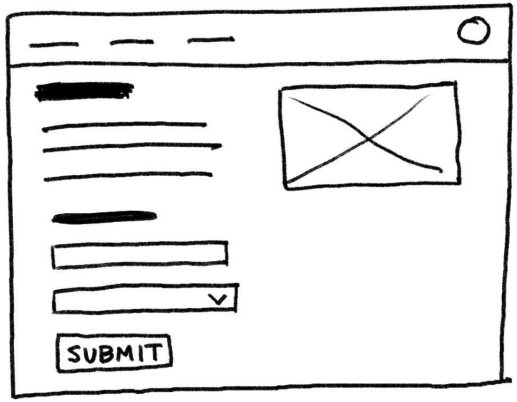
# UI SKETCH EXAMPLE

A thick line can be a heading, with lines below as body text
A box with an X can represent an image.



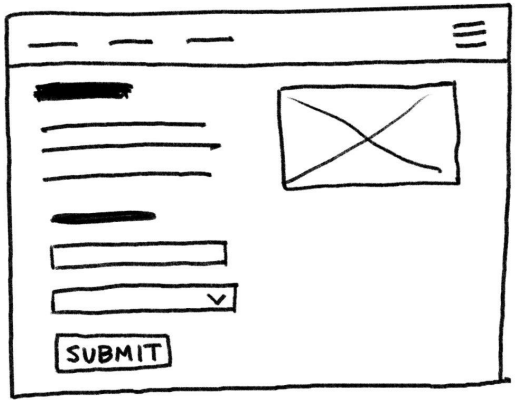
# UI SKETCH EXAMPLE

We can add another heading and boxes below to represent form fields.
The second form field has a V to represent a dropdown menu.



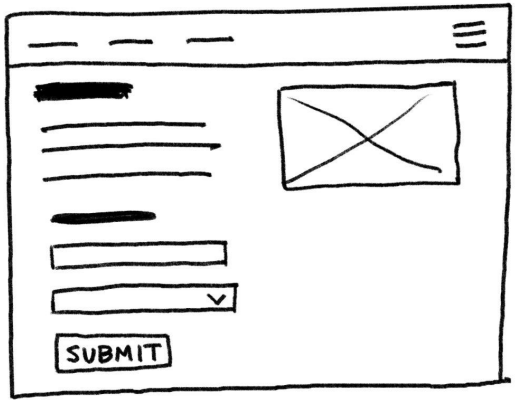
# UI SKETCH EXAMPLE

We can also represent other UI elements with common symbols, for example, three lines for a hamburger menu.



# UI SKETCH EXAMPLE

We can also represent other UI elements with common symbols, for example, three lines for a hamburger menu.



# UI SKETCHING

In practice, a UI sketch should be created for each main page of your app. You should include the primary user interface elements and their rough layout, aiming to convey how the essential features appear and are used.

If anything is unclear or unable to be effectively conveyed by the sketch itself, feel free to annotate your sketch for further detail!

# FULL EXAMPLE

# SCENARIO

Let's say we have a **food review app** (like Yelp).

The goal of this app is to enable users to easily find a good local restaurant (leveraging crowdsourced reviews) that meets the user's criteria. A key feature is that users can **tag** restaurants (ex: "Noodles", "Seafood") which will help filter search results.

The app includes:

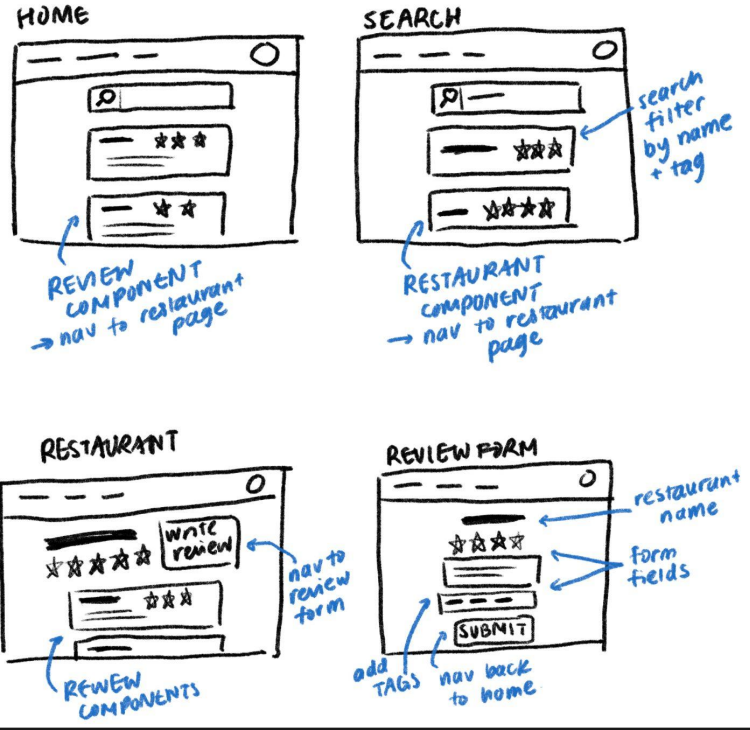
- A **navbar** across all pages with links to the app home and user profile
- A **Home page** with a search bar at the top, and new reviews listed below
- A **Search Result page** with a search bar at the top, and restaurants listed
- A **Restaurant page** with a star rating, "Write Review" button, and a list of reviews below
- A restaurant-specific **Review Form page** with fields for the user to fill out

Note: This spec is intentionally vague--we want you to think through the app UI design independently!

# EXERCISE:

Draw a few UI sketches to represent the main app pages and features of our food review app

# EXERCISE: UI SKETCH

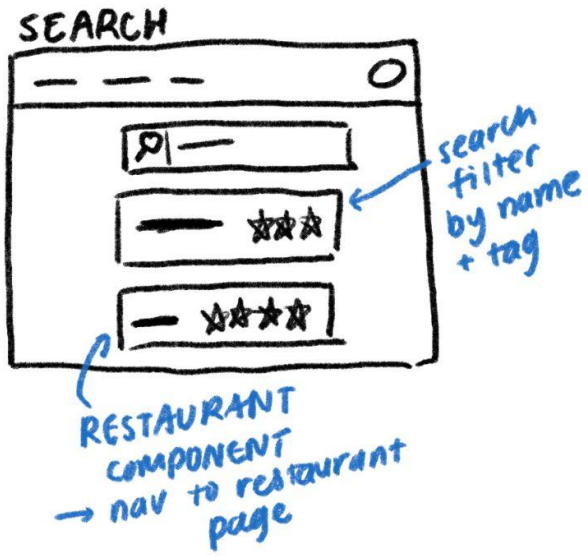


# EXERCISE: UI SKETCH


**Home Page**

- The user opens the app to the Home page, where there is a Navbar at top.
- They can use the search bar to search for a specific restaurant or a characteristic (ex: “Thai”).
- Below the search bar, there are a list of reviews by users sorted by most recently posted.
- If the user clicks a review, they are navigated to that restaurant’s Restaurant page.
- If the user makes a search, they are navigated to the Search Result page.

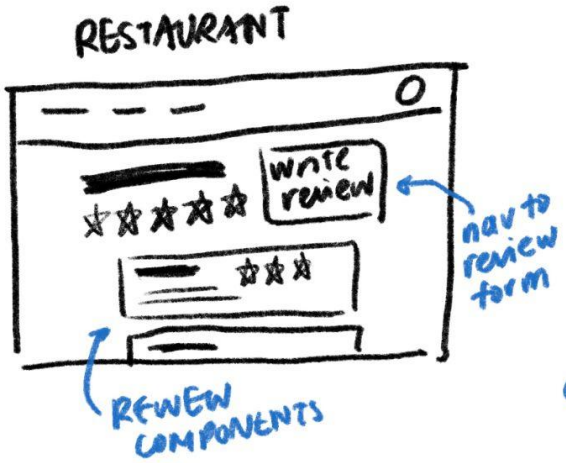
# EXERCISE: UI SKETCH




**Search Page**

- The user will be navigated to this page after they make a search.
- They can continue to use the search bar to make new searches.
- Below the search bar, there are a list of restaurant results (filtered by the search) with the restaurant name and average ratings.
- If the user clicks a restaurant, they are navigated to that restaurant's Restaurant page.

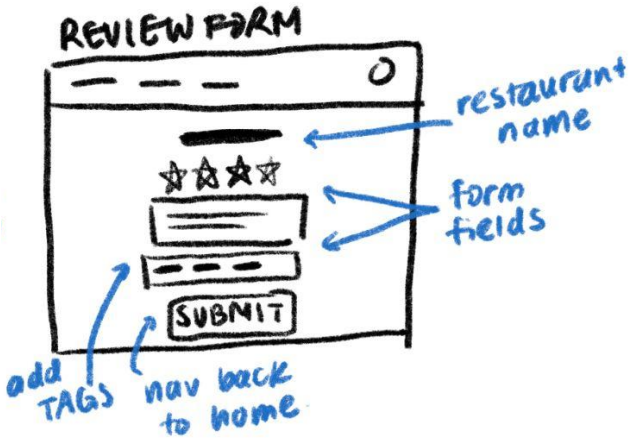
# EXERCISE: UI SKETCH




**Restaurant Page**

- The user will be navigated to this page after they click on a restaurant search result or a review on the Home page.
- They can see the restaurant name and rating.
- Below the header, there are a list of reviews for that restaurant.
- If the user clicks the “Write Review” button, they are navigated to the Review Form.

# EXERCISE: UI SKETCH




**Review Form Page**

- The user will be navigated to this page after they click on “Write Review”.
- This page is restaurant specific, and will have the restaurant name at the top.
- They can rate the restaurant, add comments, and add tags.
- To post the review, they click “Submit.” Then, they will be navigated back to the home page.

# EXERCISE:

Based on your UI sketches from the previous exercise, write a user journey that follows a single stakeholder as they encounter the identified problem and use your designed app to address it.

# EXERCISE: USER JOURNEY

A user is new to her neighborhood and is craving Thai food. They are overwhelmed by the vast number of restaurants in the area, but do not know which ones are good. They open the food review app, which opens on the Home page. They type “Thai food” in the search bar, and the app navigates to the Search Result page. On this page, the restaurants are listed, filtered by name and tags with respect to the search. The top option has 5 stars, and the user clicks on the restaurant component to navigate to the restaurant’s Restaurant page. The user scrolls through the reviews, and decides that it looks like a good option and heads there for dinner.

After their meal, the user has satisfied their craving without extensive research, and is happy with the food quality. From the restaurant page, the user clicks “Write Review”, which navigates to the Review page. The user fills out the review form with their opinions, tags the restaurant with “Thai” and “Pad See Ew”, and presses “Submit”. The user is navigated to the Home page and immediately can see their new review at the top of the page.

# THANK YOU!

Assignment 2 due **Sunday, 9/28 11:59PM**

Office Hours **TOMORROW in 32-G575**

- **10AM-12PM**
- **4PM-6PM**