UX Journey Map

Map and analyze the user scenario from process to quality of experience

Persona:	User story:

User scenario:

User Goals

Process

Experience

Pain Points

Opportunities

UX Journey Map

Map and analyze the user scenario from process to quality of experience

Persona:	User story:
Art Historian	*Janet wants a map feature that visualizes photography collections based on where the images where taken.*

User scenario:

	Browse	Facet	View Region	View Image
User Goals	Be able to observe geographic distribution of photographs across the country	Narrow observation of images by facet: photographer, date, or collection	View all the faceted images taken in a geographic location	Make image selections and be able to incorporate findings into one's research
Process	Enter a map view that displays concentration of images by county. Rollover counties to view metrics. Switch to dot view to view by photographer	Use a date slider to adjust to desired date range. Click onto dropdown to filter by photographer	See all faceted image thumbnails for target county displayed with select metadata	Click onto an image to view in detail and see other similar images. Be able to capture image citation for research
Experience	Be able to easily scan map and quickly understand the story being told by the metrics	Be able to clearly compare and filter distribution of photographers' journeys	Display images in a way that is useful with the most relevant metadata	Be able to easily study and capture take aways that can enhance research via 1-click steps that are compatible across platforms
Pain Points	Consider how region vs. city level views are represented	With large data set, there is a risk of data becoming illegible	What are ways to optimize the display across devices?	Keep actions to less than three choices otherwise it can feel overwhelming
Opportunities	Offer two modes for map viewing	Scale facets to scope with clearly articulated legend. Try a color palette study to optimize metrics and accessibility	Responsive layout	Interview users to priorize most relevant actions