

# Hello

## Design thinking course 4. lecture



Happy to see you, before we start, please do the following:

TURN OFF microphone

TURN ON camera



You can then say hi in the chat and answer the question of the day on **menti.com**:

What is your perfect breakfast?

This lecture is interactive, you can open **menti.com**  
With the code: 5357 2040

Your input will be required.

# If you were an animal, which would it be and why?

koala they sleep a lot      racoon - they are cute  
hide it in snow      snow leopard  
crow - smart      cat-independent  
eagle so i could fly      cat - cute  
panda- cute but strong  
hawk these birds are free  
sloths- slow      dog because cute  
penguin-great partners  
because it's beautiful  
cat because they are lazy



# One reflection I had about the project or class since last time.

Communicating, understanding each other, team work

A lot of brainstorming

Its interesting to do a problem tree

It's quite difficult to find person for interviewing. To write good questions not easy as well

if you have a problem, you have to find the pros and cons to get a solution while listening to teammates opinions

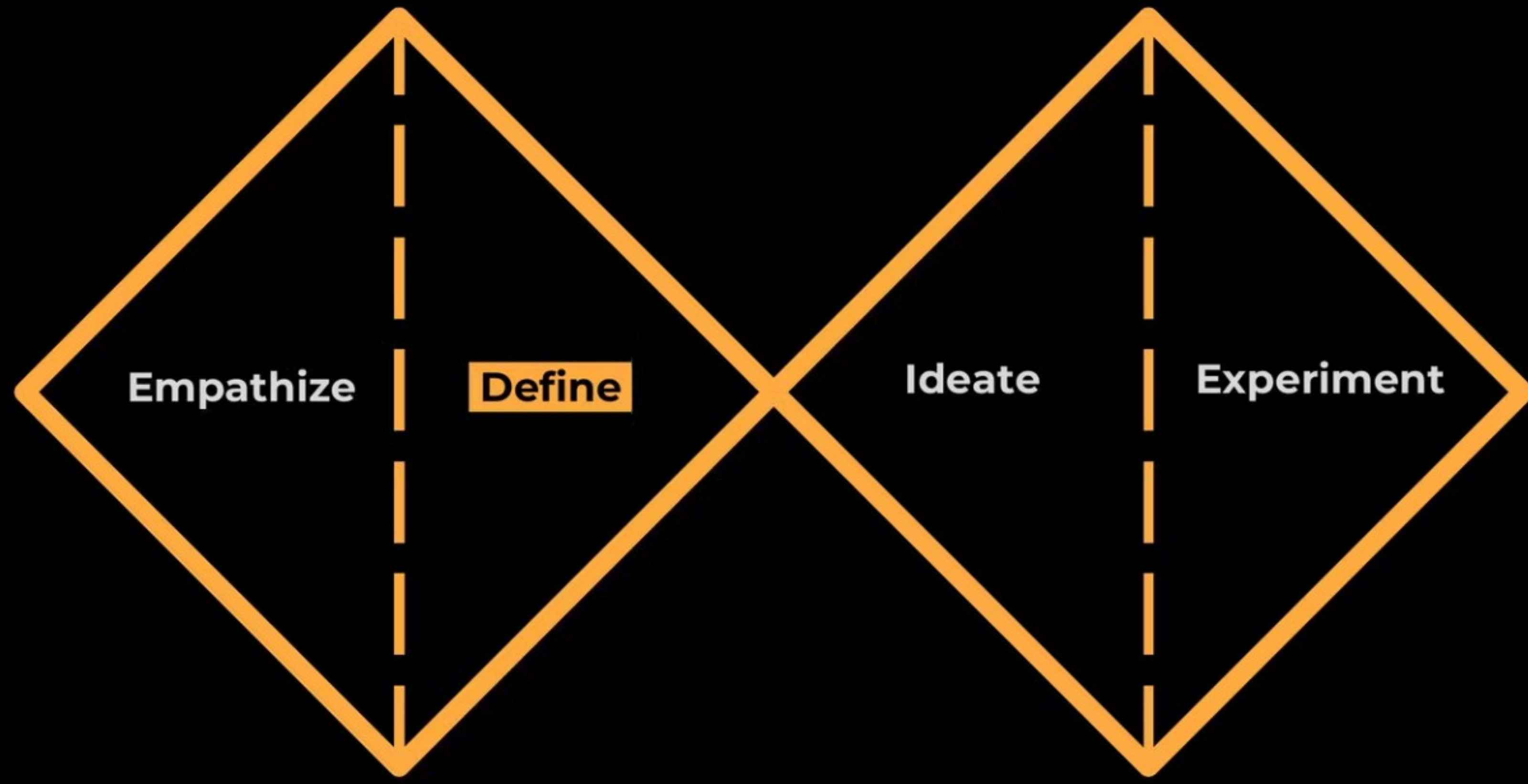
Was interesting to find and interview person about concrete theme

Brainstorming helps and I'm really bad at writing reflections about the project

The issue tree were significant to understand how complicated the problem is. I really liked interviewing without the questions being written down



Challenge



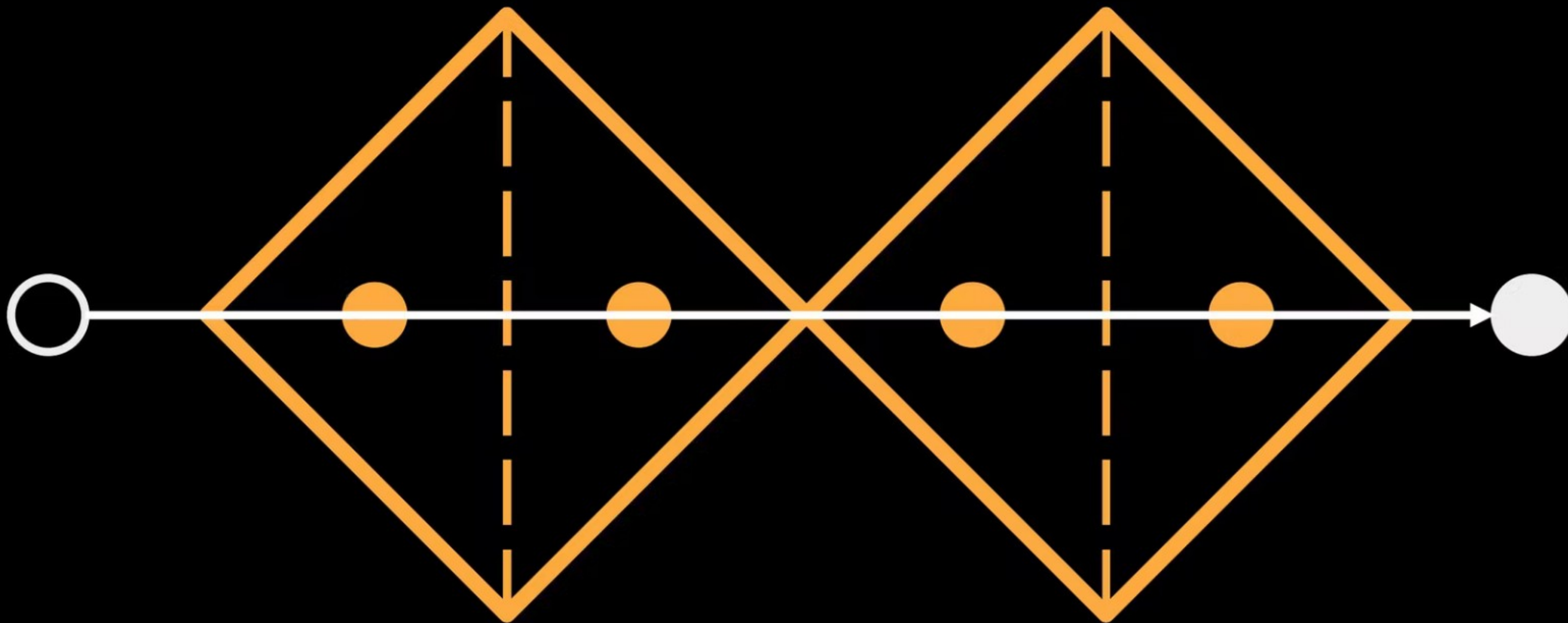
**Problem phase**

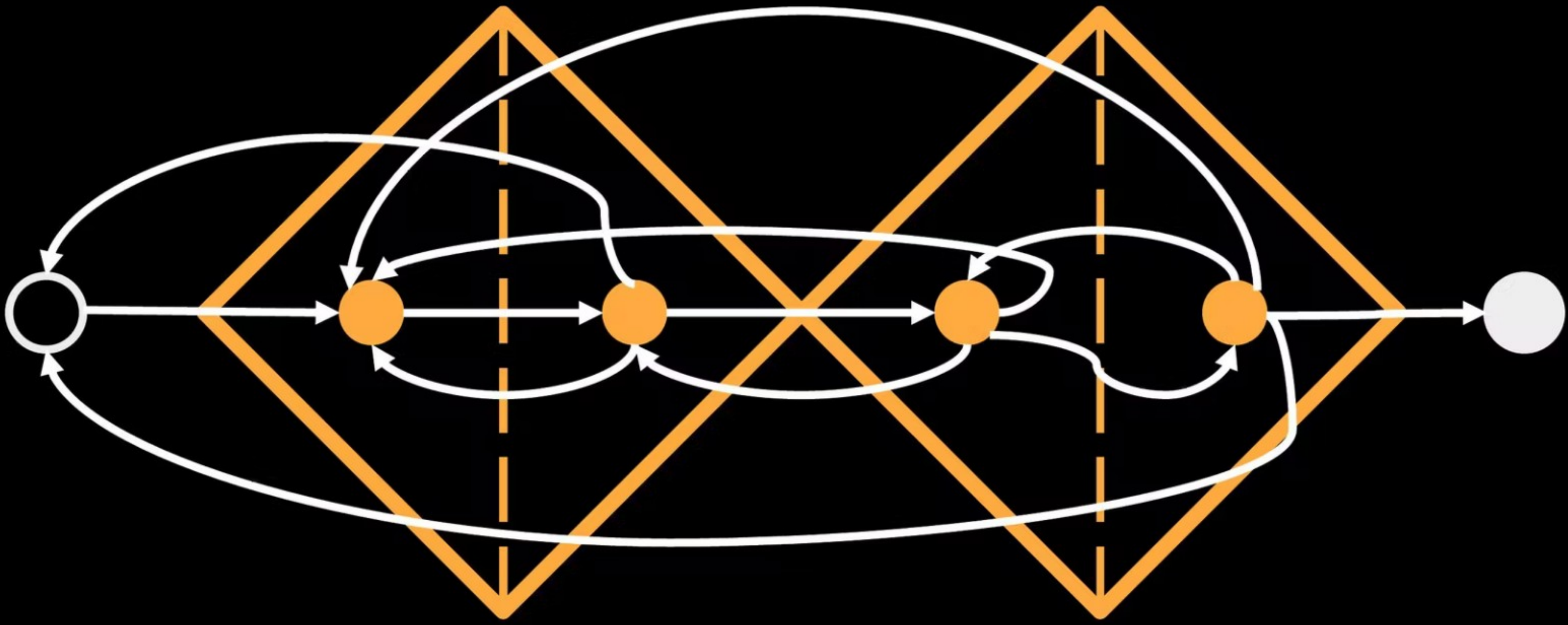
Solution phase

Solution









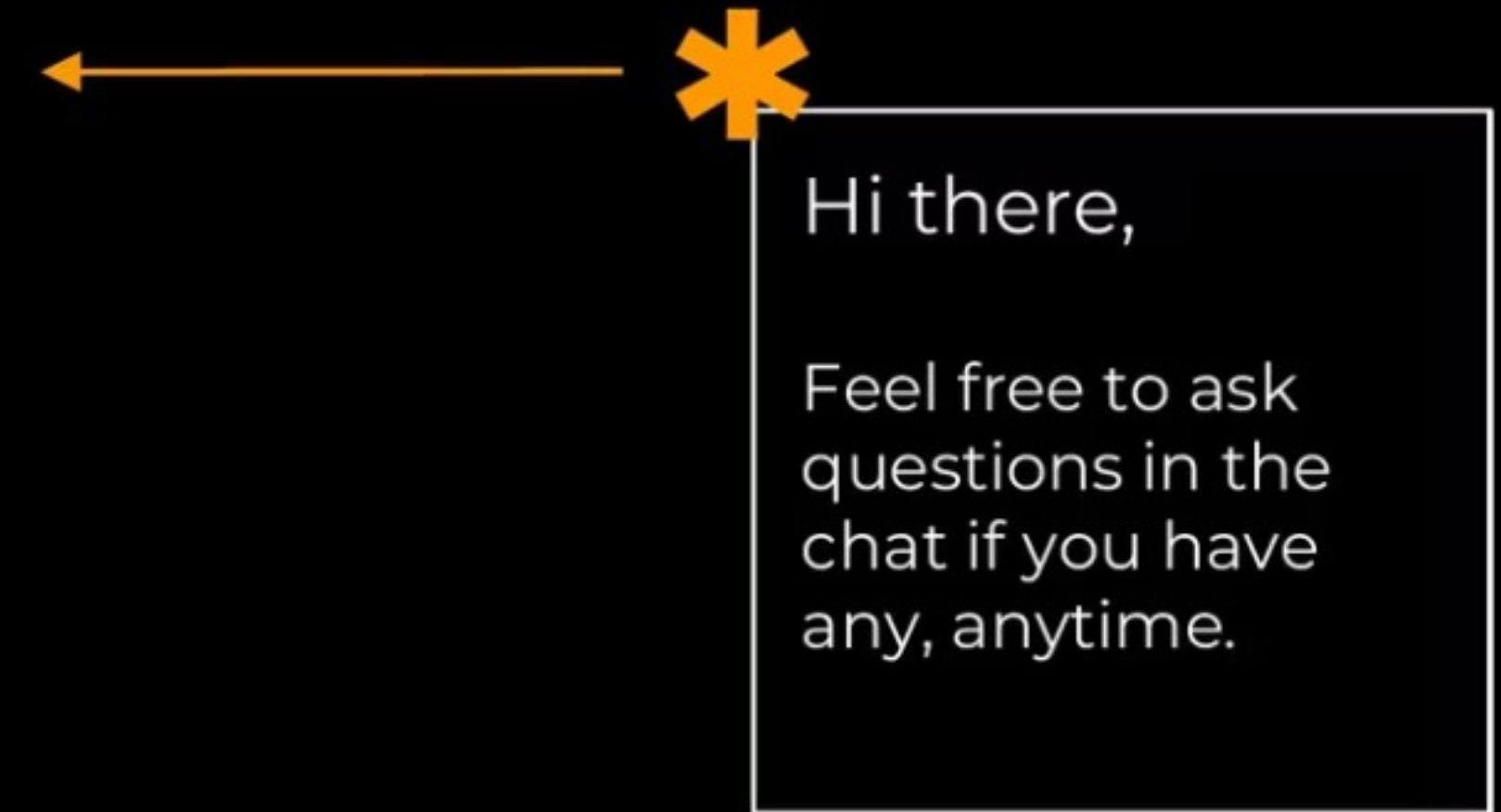


# Plan of the day

USER JOURNEY

**BREAK**

USER JOURNEY





# What is a user journey?

The way till the goal

Analyze something step by step

experience from using something

I think it's a process where we engage with an user to gain information out of them

user's experience in the process of developing project

The process that user goes through, from how he becomes a user to what he does as a user

person's experience

web-based moves

Process when user interacting with something.

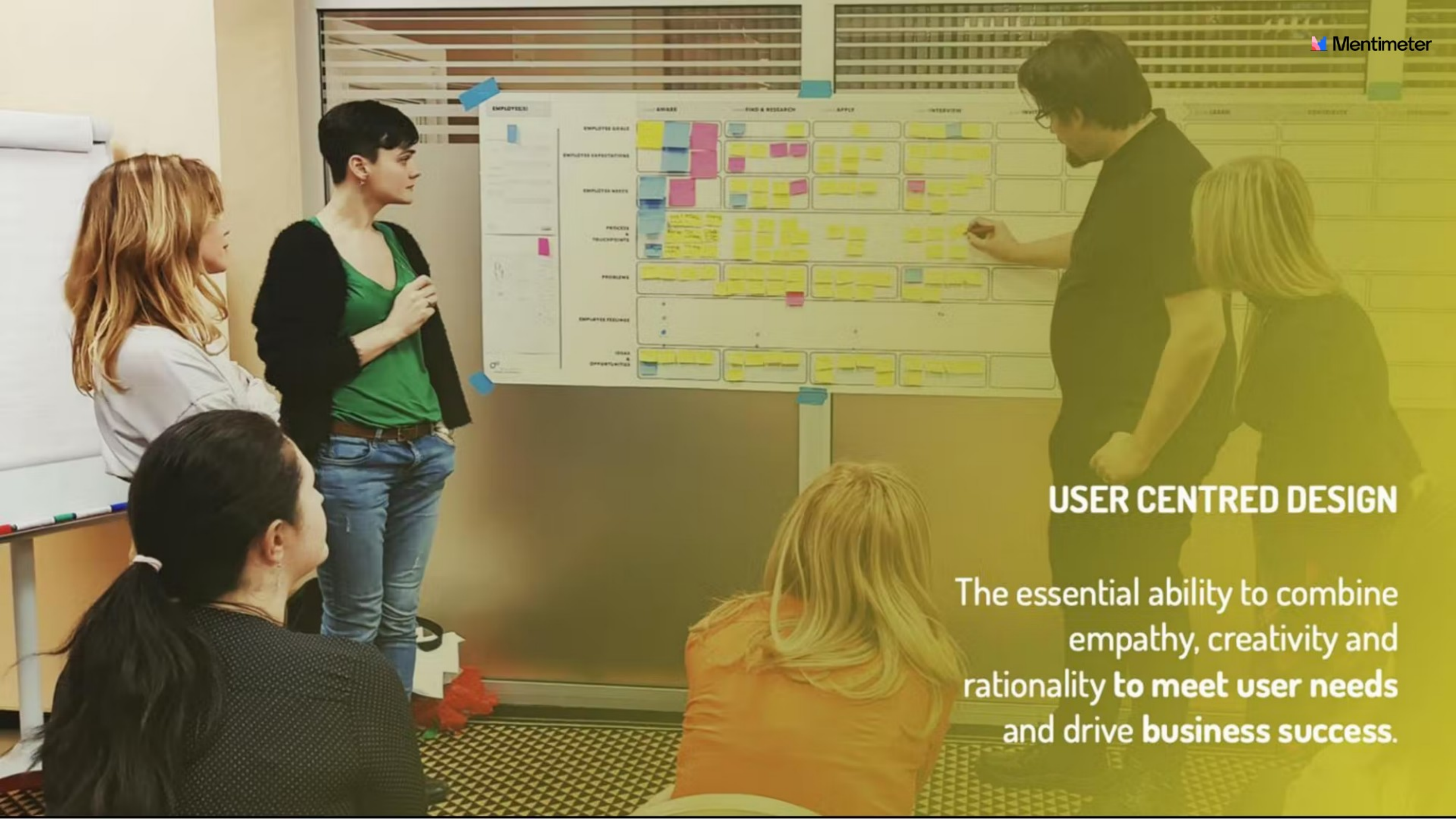


# What is a user journey?

Starts from the defined steps and end till the last one

How a user will interact with a product. In websites, where the user will put his attention first, second and so on





## USER CENTRED DESIGN

The essential ability to combine empathy, creativity and rationality to meet user needs and drive business success.





Lecture

# Key takeaways

## It starts early

A user journey starts before the journey, with the status quo.

## It ends late

It ends after the journey is completed, with how the user engages with others.

## It is ok for boxes to remain empty

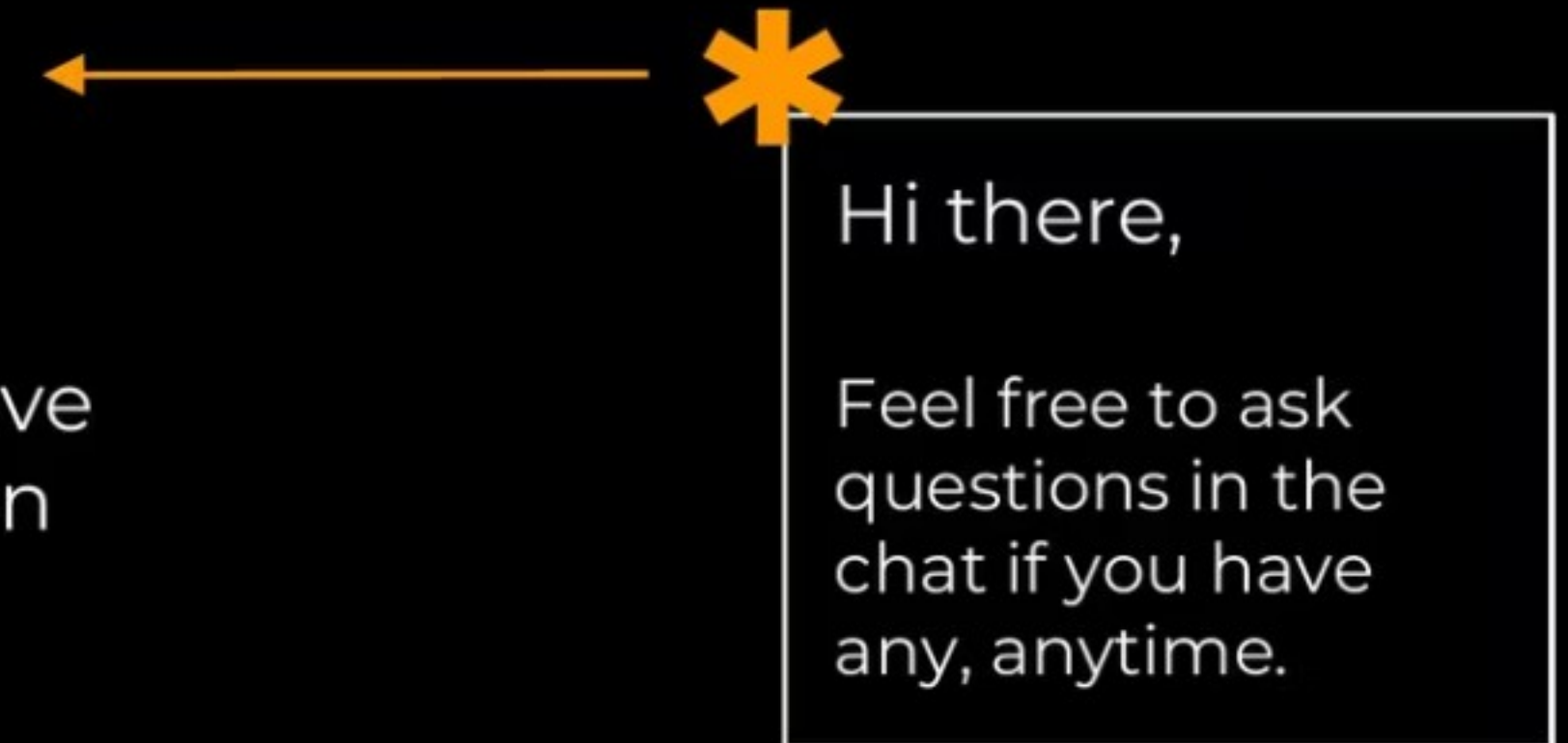
Not all boxes can be filled.

## Feelings are important

The end goal is to improve the user journey, build on positive or address the negative.

## It is one person's journey

The user is in the center, their feelings and actions matter.



# One thing I learned today.

How useful working with a user journey table is!

How to make a user journey (and how interesting it is)

Brainstorming in short time

User journey is harder than it looks like

I learned that creating an user journey is way harder than the version at school :D

User journey table takes a lot of time, it would be easier with the user by our side. Short, simple, sexy!

You have to have much energy for doing user journey

Proper way of setting up the customer motivation, ideas and thinking about a potential business

if you are not too knowledgeable in some industry it is relatively difficult to come up with a solution





WHATEVER YOU DO, ENGAGE WITH OTHERS !

