




---

# IN230-UNIT 7

CREATING USER STORIES AND USER JOURNEY MAPS

# SHORT OVERVIEW

- In this unit, you will continue to empathize with users of the mobile app you will later design, craft user stories and journey maps, and learn about the importance of accessibility.



■ In this unit, you will continue to empathize with users of the mobile app you will later design. You will craft user stories and develop user journey maps. You will also learn about the importance of considering accessibility when empathizing with users.

- Create user journey maps
- Create user stories
- Consider accessibility during user research
- Consider accessibility when empathizing

## UNIT 7 OVERVIEW AND OUTCOMES

Course Outcomes:

**IN230-3:** Illustrate user needs using empathy maps, personas, user stories, and user journey maps.

## UNIT 7 READING

- **Qwiklabs Course: Start the UX Design Process: Empathize, Define, and Ideate**

- **Module: Creating user stories and user journey maps**

- **Videos:**

- Welcome to week 2
- Craft user stories
- Consider edge cases
- Ayan – Real world example of edge cases
- Create a user journey map
- Consider accessibility when empathizing
- Understand the curb cut effect
- Wrap-up: Creating user stories and user journey maps

- **Readings:**

- Learn more about user stories
- Activity Exemplar: Craft user stories for the CoffeeHouse project
- Activity Exemplar: Craft user stories for your portfolio project
- Optional – User journey map slides
- Activity Exemplar: Create user journey maps for the CoffeeHouse project
- Consider accessibility during user research
- Glossary

## UNIT 7 LEARNING ACTIVITIES

**Qwiklabs Course: Start the UX Design Process: Empathize, Define, and Ideate**

**Module: Creating user stories and user journey maps**

### **Learning Activities:**

Practice Activity: Craft user stories for the CoffeeHouse project

Activity: Craft user stories for your portfolio project

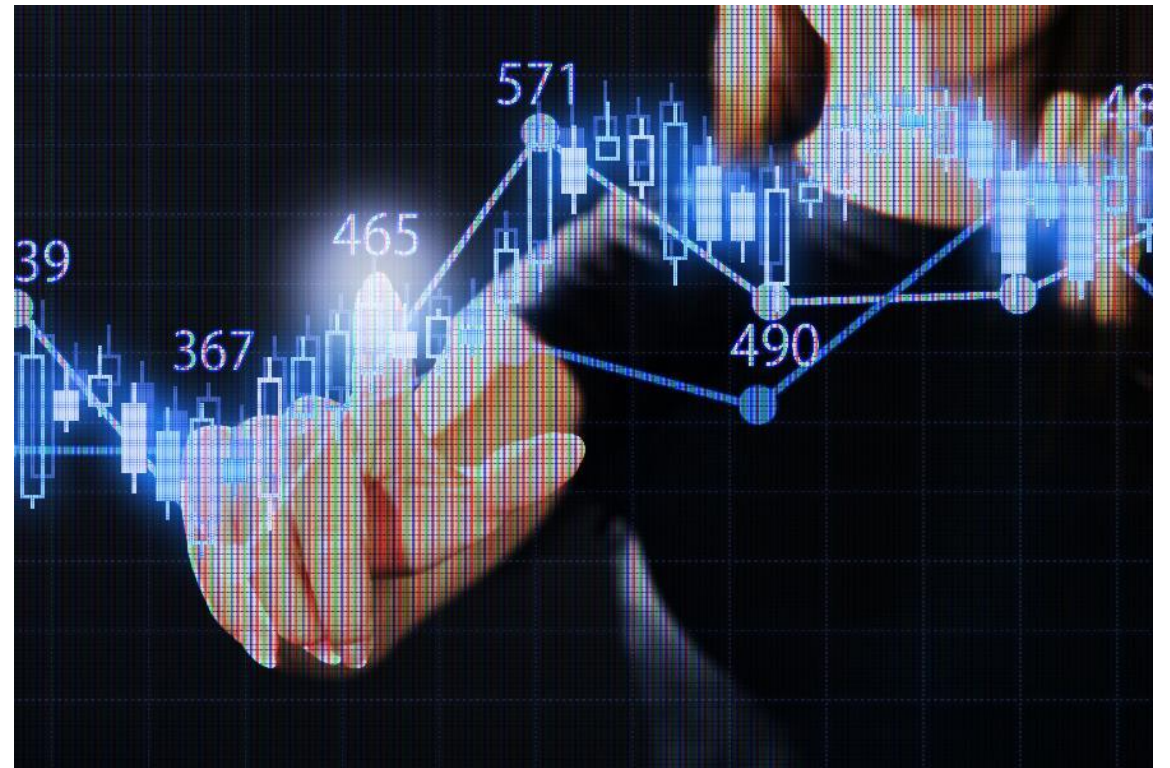
Practice Activity: Create user journey maps for the CoffeeHouse project

Graded Quiz: Weekly challenge 2 (a score of 80% or higher is required by Google for your certificate, in addition to the Unit 7 Assignment requirement)

# UNIT 7 DISCUSSION

## ■ Topic 1: Inclusive Design

- Inclusive design considers as many people's needs and abilities as possible. It goes further than accessibility, which is specifically focused on people with disabilities and how to make sites or apps usable for them.
  - Discuss at least five techniques that can be used for inclusive design.
  - Provide a specific example of how one of the techniques can be used.
- Please include a written response of one to two paragraphs (100-200 words). Be sure to include at least one reference (Qwiklabs is fine) with your initial post. Then, check out what other learners have written and comment on at least two of their posts.



## UNIT 7 ASSIGNMENT

- Introduction
- **Unit 7 Assignment: Research in the Design Process**
- **Outcomes addressed in this activity:**
- **Unit Outcomes:**
  - Create user journey maps
  - Create user stories
  - Consider accessibility during user research
  - Consider accessibility when empathizing
- **Course Outcome assessed:**
- **IN230-3:** Illustrate user needs using empathy maps, personas, user stories, and user journey maps.



## Purpose



This quiz will assess your knowledge of user stories and journey maps.



The graded assessments in Qwiklabs are quizzes and/or hands-on activities. These assessments are meant to enhance your understanding of user experience design. They will also help to prepare you for the Google Certification at the end of the program.





---

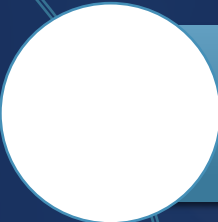
- Navigate to the Qwiklabs portal in this course and log in to the Google Certification course titled “Start the UX Design Process: Empathize, Define, and Ideate” to access the graded assessments. As a reminder, you should watch all videos, complete the readings, and complete the practice quizzes before attempting the graded assessments.

1. Please **review the Unit 7 Assignment Rubric** (under Course Resources) before beginning this activity.
2. Complete the following graded assessment:
  - **Graded Quiz: Weekly Challenge 2**

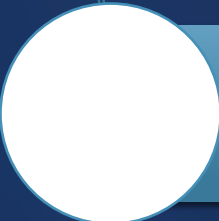
# REQUIREMENTS

- The graded assessments are timed and **must be passed with a score of 80% or higher**. You will have three attempts on graded quizzes within a 24-hour period and five attempts on graded hands-on lab assignments. The graded assessment **must be completed no later than 11:59 p.m. ET on Tuesday**, so plan your time accordingly if you need to retake the quiz or hands-on lab.
- Complete the following graded assessment:
  - **Graded Quiz: Weekly Challenge 2**

## DIRECTIONS FOR SUBMITTING YOUR ASSIGNMENT



Please take a screenshot(s) of the final score(s) you received on the graded Qwiklabs assessment you completed for this unit. Review [how to take a screenshot on a PC or a Mac](#), as needed.



Place the screenshot(s) in a Microsoft Word Document and save your assignment document according to this convention:  
IN230\_Unit7\_LastName\_FirstName (use your own name of course).



**Submit your completed assignment to the Unit 7 Assignment Dropbox** by the deadline.



# HAVE QUESTIONS?

[BETSY.MCCALL@PURDUEGLOBAL.EDU](mailto:BETSY.MCCALL@PURDUEGLOBAL.EDU)