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# The User's Journey: Storymapping Products That People Love



## Synopsis

Like a good story, successful design is a series of engaging moments structured over time. The Userâ€™s Journey will show you how, when, and why to use narrative structure, technique, and principles to ideate, craft, and test a cohesive vision for an engaging outcome. See how a story-first approach can transform your product, feature, landing page, flow, campaign, content, or product strategy.

## Book Information

File Size: 8623 KB

Print Length: 201 pages

Publisher: Rosenfeld Media; 1 edition (March 22, 2016)

Publication Date: March 22, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01D95U8UO

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #24,763 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #4 in Kindle Store > Kindle eBooks > Computers & Technology > Web Site Design #15 in Books > Computers & Technology > Web Development & Design > Web Design #30 in Books > Computers & Technology > Graphics & Design

## Customer Reviews

In our every day lives, we are consumed with sending and receiving messages whether written or verbal. Can we honestly remember everything thatâ€™s been pitched to us during the course of a week? The problem with retaining most of the messages we receive is that they aren't memorable. Donna Lichaw's, The User's Journey, teaches its readers to make your message interesting and memorable. I have found this book helpful in learning the importance of a narrative. When we speak, when we present to a client, or when we write a proposal, having a story with a strong narrative makes it a more memorable experience than just presenting cold hard facts. While the synopsis on presents this as a book for product designers, The User's Journey

actually takes an approach to teaching its methods thatâ€™s not as esoteric as one might think. In fact, The Userâ€™s Journey can be applied to a much broader audience. Whether youâ€™re a writer, a business owner, a designer, a consultant, a strategist, a teacher, or just someone who has to make a presentation, there are many different ways of applying what Lichaw has to share in her book. You may have the most ingenious idea, the best research, the best service, or the best product, but without presenting a strong narrative and a story people can remember and relate to, your efforts may be overlooked.

The book is easy to read and the content is extremely useful. There are a lot of books out there that look at narrative and story, some more complex, some less - this one is all about applying ideas in practical ways. Its valuable stuff, and its very accessible.

I've read a LOT of books on Story, and while they are great for writing books or giving presentations, they never made sense for designing great products. This book changed that. Lichaw explains story succinctly and clearly, then shows how to use it to build the right product and make the users the hero of her own story. Also, delightful art!

I work with companies to help them define their message, and I've already found this book to be a valuable tool. Donna explains how to use the simple, yet powerful structure of a story to identify what is compelling about a product or service or company - and why it matters to people. The simplicity of the method is key - you don't have to have special software or advanced design skills or anything of that sort to start using it right away. If you can draw a line, you're good to go. It's a great resource for people who work in communications, product design, and/or user experience. You'll get a smart, flexible framework that makes it well worth the purchase.

Awesome book. It provides three story frameworks to test your business and optimize for user experience and branding. At least that's what I took from it. I highly recommend this book to entrepreneurs, branding peeps, ux designers or copywriters.

Donna provides a wonderfully natural framework that helps anyone design and communicate user experiences. The concepts presented in this book are clearly written and are directly applicable to any design project. Approaching design with Story has the potential to keep you focused on solving actual problems in order to meet user's needs.

This book is a clear and through introduction to the world of 'story', and how thinking about stories can help us improve user's journeys. We've already started using some of the methods in this book to solve some pain points in our products, and expect to be using the book again and again in future!

Donna Lichaw wrote both an informative and readable book. It is funny. It is well written. It fully covers the topic at hand -- storymapping. The author references everything from "Breaking Bad" to Daniel Kahneman, taking readers on a journey from theory to technique. You learn how to create better products and services. Going deeper, the book describes how story shapes perception, engagement, and ultimately the relationship between you and your audience.

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Designing Products People Love: How Great Designers Create Successful Products  
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