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Send your customers on  
a hero s journey and  
turn their pain points  
into the climax of the  
story. --Karen

McGrane, Author,  
Going Responsive If you  
re working through  
customer journeys,

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Journey mapping,  
and other ways to  
coalesce your team  
around your product's  
story, *The User's  
Journey* offers a fun,  
interactive way to build  
that narrative  
collaboratively to get  
great results.

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diagram the relationship  
the user has with a  
company or product.

Book Specifications.

Title: The User ' s

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Lichaw. Formats:

Paperbook and Kindle.

Publisher: Rosenfeld

Media. Published:

March 22, 2016. Pages:

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The User ' s Journey  
will show you how,  
when, and why to use  
narrative structure,  
technique, and

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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, Like a good story, successful design is a series of engaging moments structured over time.



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from Donna Lichaw 's  
new book The User 's  
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Love. 2016 Rosenfeld  
Media. Chapter 7:

Using Your Story “ As  
for the story, whether  
the poet takes it ready  
made or constructs it for

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himself, he should first sketch its general outline, and then fill in the episodes and amplify in detail.” —Aristotle, Poetics

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ourney, highlighted, and shared with everyone on the product management, design, commercial, and even development teams to know why and how story is critical to create innovative, useful, delightful products.

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teaches you step-by-step  
how to incorporate the  
art of storytelling into

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your product  
experience. Hiten Shah  
, Co-founder of Crazy  
Egg, KISSmetrics, and  
Quick Sprout Whether  
your audience once  
huddled around a fire,  
sits across from you in  
the boardroom, or will  
be considering your  
products in a crowded  
store, they need  
something more—and  
that ' s a story.



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The User's Journey -  
Rosenfeld Media

The user story format  
— As a [type of user], I  
want to [action] so that  
[benefit]. — can be  
helpful in thinking about  
product interactions  
from a user ' s  
perspective. By visually  
mapping out these user  
stories, product teams  
tell the story of the

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customer journey and  
break it into parts.

What is user story  
mapping? | Aha!

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Creative and inspired  
customer-centric

techniques, such as user

story mapping, drive

Agile and Lean

development

methodologies. The

Agile user story map is a

visual approach that

“ shows ” more than

“ tells ” the process of

moving a plot or a

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product journey forward through a defined use case or process — much like the storyboarding process used in filmmaking.

The Guide to Effective  
User Story Mapping |  
Smartsheet

A note from the editors:  
We ' re pleased to share  
an excerpt from  
Chapter 5 of Donna

*Page 28/33*

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Lichaw 's new book,  
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available now from  
Rosenfeld Media. Both  
analytics funnels and  
stories describe a series  
of steps that users take  
over the course of a set  
period of time. In fact,  
as many data ...

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journey will show you  
how when and why to  
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Q&A with Donna

Lichaw, author of The

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Donna Lichaw ' s new

book focuses on the art

of storytelling for user

journeys, which can

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help organizations and content creators across the board achieve their content goals. She illustrates how making your users the heroes can make any product more successful.

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