



The User's Journey: Storymapping Products That People Love

By *Donna Lichaw, Eva Lotta-Lamm*



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

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Editorial Review

Review

Lichaw delivers a creative, common-sense design method that simply works, no experience necessary. This book belongs on every experience designer's desk. --Kristina Halvorson, Author, Content Strategy

You've heard the term storymapping before. In this detailed, tactical, and delightfully illustrated book, Donna Lichaw takes a different spin on how to bring the story of your product to life. Drawing from her days as a screenwriter, Lichaw deconstructs products into the stories they tell their users. Citing example after example from popular digital tools, Lichaw clearly illustrates how to bring the customer through various points of engagement, highs, lows and finally moments of delight. And how to do it using only Post-its and markers. If you're working through customer journeys, experience 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 achieve great results. --Jeff Gothelf, Author, Lean UX

No one knows how to apply storytelling to designing compelling, successful products better than Donna Lichaw. *The User's Journey* should be dog-eared, 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. --Chris Avore, Global Head of Product Design, Nasdaq

About the Author

Donna Lichaw guides startups, non-profits, and global brands in optimizing their digital products and services by providing them with a simplified way to drive user engagement through impactful storytelling. As a consultant, speaker, writer, and educator, she utilizes a 'story first' approach to help teams define their value proposition, transform their thinking, and better engage with their core customers. Recognized as a thought leader in storytelling and customer engagement strategies, she has presented as a keynote speaker at design and technology conferences in the US, Canada and Europe, and taught courses at New York University, Northwestern University, The School of Visual Arts, and Parsons the New School for Design. You can find her on the web at donnalichaw.com and on twitter @dlichaw.

Users Review

From reader reviews:

Nicole Marcil:

As people who live in the modest era should be change about what going on or facts even knowledge to make them keep up with the era which is always change and make progress. Some of you maybe will probably update themselves by examining books. It is a good choice to suit your needs but the problems coming to anyone is you don't know what type you should start with. This *The User's Journey: Storymapping Products That People Love* is our recommendation to cause you to keep up with the world. Why, as this book serves what you want and want in this era.

Arlene Oliver:

This book untitled The User's Journey: Storymapping Products That People Love to be one of several books that will best seller in this year, this is because when you read this book you can get a lot of benefit upon it. You will easily to buy this kind of book in the book retail outlet or you can order it by means of online. The publisher on this book sells the e-book too. It makes you more readily to read this book, since you can read this book in your Smartphone. So there is no reason to your account to past this publication from your list.

Santa McNabb:

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George Eichner:

In this era which is the greater man or who has ability to do something more are more valuable than other. Do you want to become considered one of it? It is just simple method to have that. What you are related is just spending your time not very much but quite enough to enjoy a look at some books. One of the books in the top record in your reading list is definitely The User's Journey: Storymapping Products That People Love. This book and that is qualified as The Hungry Hillsides can get you closer in turning out to be precious person. By looking upwards and review this publication you can get many advantages.

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