Catapult Systems
The Microsoft Consulting Company

THIS IS UCX...
User Journey Maps
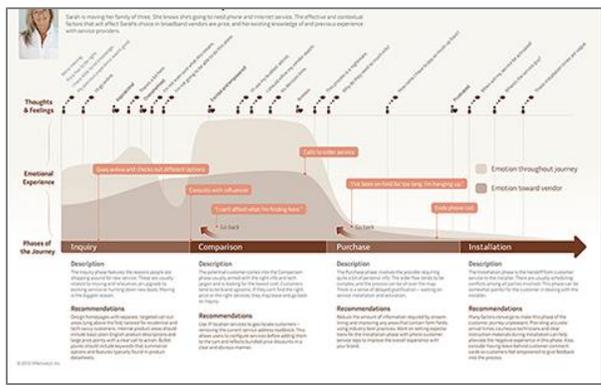
Detailing a user's needs throughout the system and revealing how each interaction negatively or positively impacts the user, UCX architects convert volumes of research findings and analysis into a concise, visually compelling story, which stakeholders across many levels of an organization can easily understand and interpret.

Case Study

Frost BANKING INVESTMENTS INSURANCE

User Journey Maps were used with Frost Bank to communicate the various customer complaints that clients were voicing about their online experience. Effectively communicating these potentially negative messages to the E and C level team lead to a new Mobile Application project and a 1 year extension of the current services contract.

What made this technique much more powerful than simply delivering personas and scenarios? The ability to visually present the flow of the customer experience, highlight the critical pain points and quickly drive to series of dynamic solutions. Journey maps break a user's experience down into individual interactions, making the needs and emotions easier to recognize and more digestible.

A User Journey Map...

Visually illustrates user's needs, the series of interactions that are necessary to fulfill those needs, and the resulting emotional states a user experiences throughout the process.

Need: what a user has set out to achieve.

Interactions: the necessary steps for a user to satisfy those needs and achieve the overall goal.

Emotions: the user's emotional state—including needs met, goals accomplished, and satisfaction level before, during, and after the experience.

How Does This Benefit Your Project?

By illustrating how users feel throughout their interactions with the system, user journey maps invite Business stakeholders to enter the world of users and share in their experience.

In turn, all stakeholders are better able to convey their story to management, fellow colleagues, and the teams who are responsible for improving the system.

In essence, this tool proves to our clients that Catapult is a long-standing partner of choice that can identify hidden problems, create a comprehensive strategy to solve those problems and then implement a superior system.

THIS IS UCX...

USER CENTERED

Understanding the perspective a user brings to a system enables us to design that system to meet their needs.

CO-CREATIVE

Catapult project teams are blended, working side-by-side, from the very beginning. We engage and excite the business stakeholders and users early and often.

CONTINUOUS

There are multiple client touch points throughout system development lifecycle- no more waiting on pages of requirements or crossing our fingers that the users accept during testing.

EVIDENCING

Early prototype and review sessions get the solution in front of the customer (external and internal) early and often. We also repurpose various assets throughout the process; ie- user stories become test scripts.

HOLISTIC

Catapult integrates technology-focused goals, functional (business) requirements and User-Centered Design into one cohesive process building on the experiences of many mental models.

UCX **Methodology**
User-Centered Experience

› balanced and holistic
› bridge the perception gap
› pattern based
› user centered
› MSF supported
› scratch and sniff
› brings the whole team

User Centered Experience (UCX) is an iterative system methodology that puts the user at the center of design decisions throughout the product lifecycle.

The ultimate goal of UCX is to optimize a user's experience of a system, product, or process.

Through this process we design, prototype and test concrete solutions that focus on goals rather than functionality, before the development phase.

Why Do It This Way?

Reducing risk, adding value, and improving quality... This holistic approach to system design and integration is unique in the marketplace and a critical differentiator from our competitors.

Our approach is simple, structured and pattern-based. This means that the project benefits from:

· Repeatability - UCX builds off of past successes.
· Problem prevention -these tested patterns leverage a best practice approach every time.
· Scalability - the same (proven) patterns can be used to solve one problem or 1,000 problems.
· Saving time and effort - software patterns combine with UX patterns to create simple, elegant solutions in far less time.
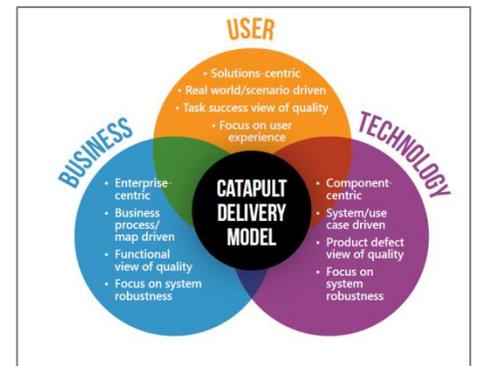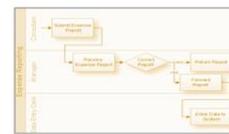
Sample UCX process

interviews personas process analysis task analysis

wireframes storyboard prototype style guide