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and turn their pain
points into the climax
of the story. --Karen

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mapping, and other
ways to coalesce your
team around your
product's story, The
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a fun, interactive way
to build that
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collaboratively to get
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technique, and
principles to ideate,

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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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This is a sample
chapter from Donna
Lichaw ' s new book
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Using Your Story “ As

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for the story, whether the poet takes it ready made or constructs it for himself, he should first sketch its general outline, and then fill in the episodes and amplify in detail. ” —Aristotle, Poetics

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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

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even development teams to know why and how story is critical to create innovative, useful, delightful products.

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Love Journey

The User ' s Journey teaches you step-by-step how to

incorporate the art of storytelling into your product experience.

Hiten Shah , Co-founder of Crazy Egg, KISSmetrics, and Quick Sprout

Whether your audience once huddled around a

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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.

The User's Journey -
Rosenfeld Media
The user story format
— As a [type of user],

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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 customer journey and break it into parts.

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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 product forward through a

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defined use case or process — much like the storyboarding process used in filmmaking.

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A note from the
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Lichaw 's new book focuses on the art of storytelling for user journeys, which can help organizations and content creators across the board achieve their content goals. She illustrates how making your

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