# How Well Do You Know Your User?

## An Introduction to the User Map

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Illustrations by Kate Rutter
from Build Better Products

Who are you?

Do you have users?

# Moms!

There's a reason for this...

# Good News
# Bad News

Personas

Empathy Maps

Jobs to be Done

Journey Maps

Facts

Problems

Behaviors

Needs & Goals

# Moms!

## But, you know, not just moms...

??????

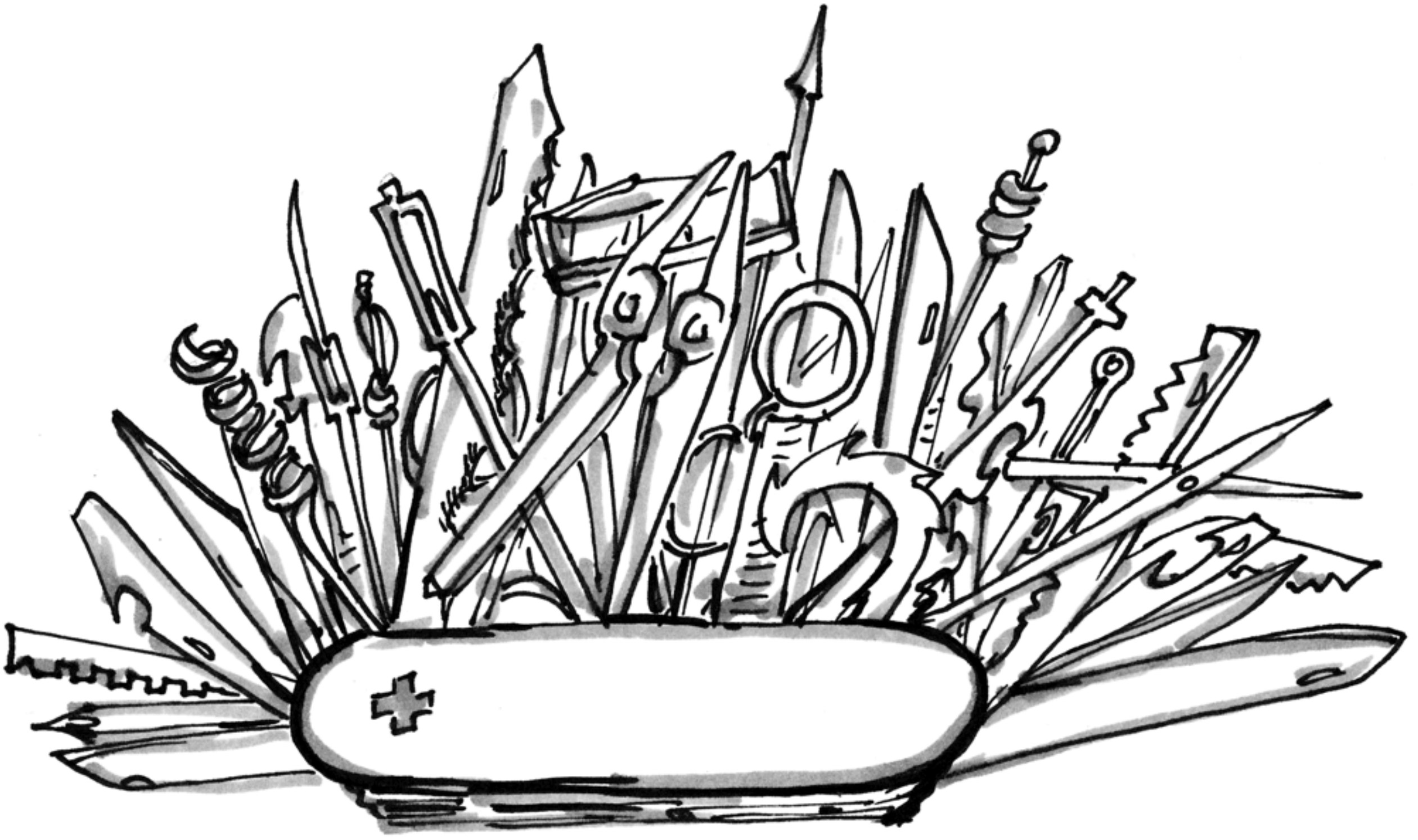
??????

The Past

The Future

It's not the fault of the tools!

Or is it?



## Goals & Purchase Intent

Validated

What need are they trying to meet? What do they currently do to meet this need?

How much have they spent meeting this need? Time? Money?

Are they currently looking for a solution?

Do they have special requirements for adopting the product?

## User + Product Fit

Validated

What behaviors/needs/ goals predict usage?

How does this product meet the need?

How does this product make the user better?

## Context of Use

Validated

With whom will they use the product? Virtually/in-person/ combo?

Where will they use the product?

When and how often will they use the product?

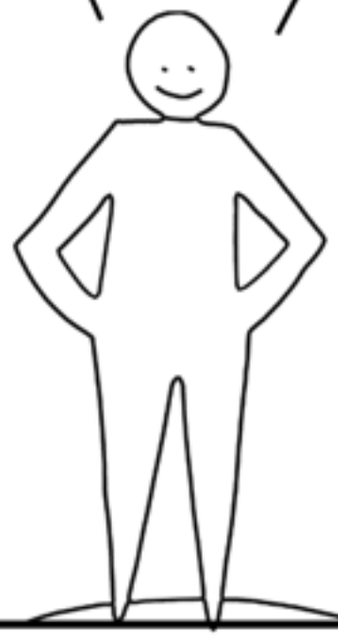
## Channels & Influencers

Validated

What sorts of messages do they respond to?

Who are their influencers or approvers for selecting and buying products like this?

Where do they hang out online/ offline?



## Future Use

Validated

Why will they keep using it over the course of the next few years?

How will their usage change over the next few months? The next few years?

What will be different about the user in the next few months? The next few years?

**User Map** | **Name, type of user** | **Month, year**

Channels & Influencers:

Goals & Purchase Intent:

User + Product Fit:

Context of Use:

Future Use:

**Channels & Influencers:** How will you attract potential users?

**Goals & Purchase Intent:** How do you know someone will be a user?

**User + Product Fit:** How do you know your product fills a need?

**Context of Use:** How will your user interact with your product?

**Future Use:** How will your user grow and change?

# Channels & Influencers

"Where does your user learn about products like this?"

"What sorts of messages do they respond to?"

"Who are their influencers or approvers for selecting and buying products like this?"

Understanding the decision making & buying process can help with messaging, positioning, and even user research!

# Goals & Purchase Intent

What need are they trying to meet?

What do they currently do to meet this need?

How much time do they spend meeting this need?

How much money have they spent meeting this need?

Are they currently looking for a solution to meet this need?

Do they have any special requirements or needs for adopting this product?

Understanding user intent can help you know how much convincing and onboarding will be required in early user interactions.

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# Determining User + Product Fit

## What behaviors/needs/goals predict usage?

## How does this product meet the need?

## How does this product make the user better?

Understanding needs will help you predict which features are most important for specific users.

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# Context Of Use

With whom will they use the product?
Virtually/in-person/combo?

Where will they use the product?

When and how often will they use the product?

Understanding how people use your product helps you determine the platform and design requirements. It can also help you protect your user by keeping their information safe.

# Future Use

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Understanding future usage helps you improve user retention by giving users an incentive to continue using your product after the first few weeks.

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Search Facebook

Cathryn | Home 2

Manage Ads | Account Settings | Billing | Power Editor | Tools

Create Ad | Share Feedback | Help

Account: Cathryn's Ad Account

**Campaign**: Bay Area Page Likes - Test 2

Filters | Last 30 days

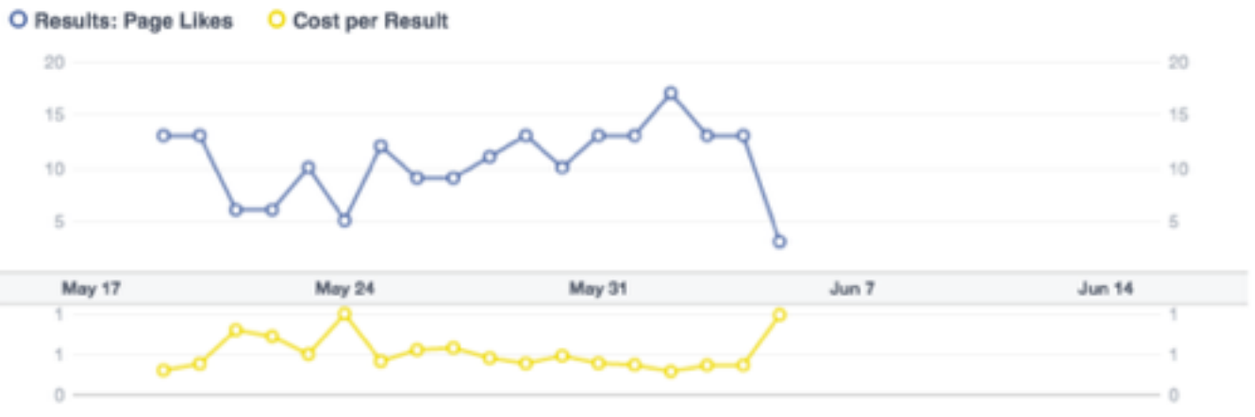
**Performance** | Audience | Placement

**189**
Results: Page Likes

**7,376**
People Reached

**$100.00**
Amount Spent

**Custom**




**$0.53**
Cost per Result

**1.62%**
Result Rate

**Campaign** On | Edit

**Delivery**
Not Delivering (Ad Set Completed)

**Objective**
Page Likes

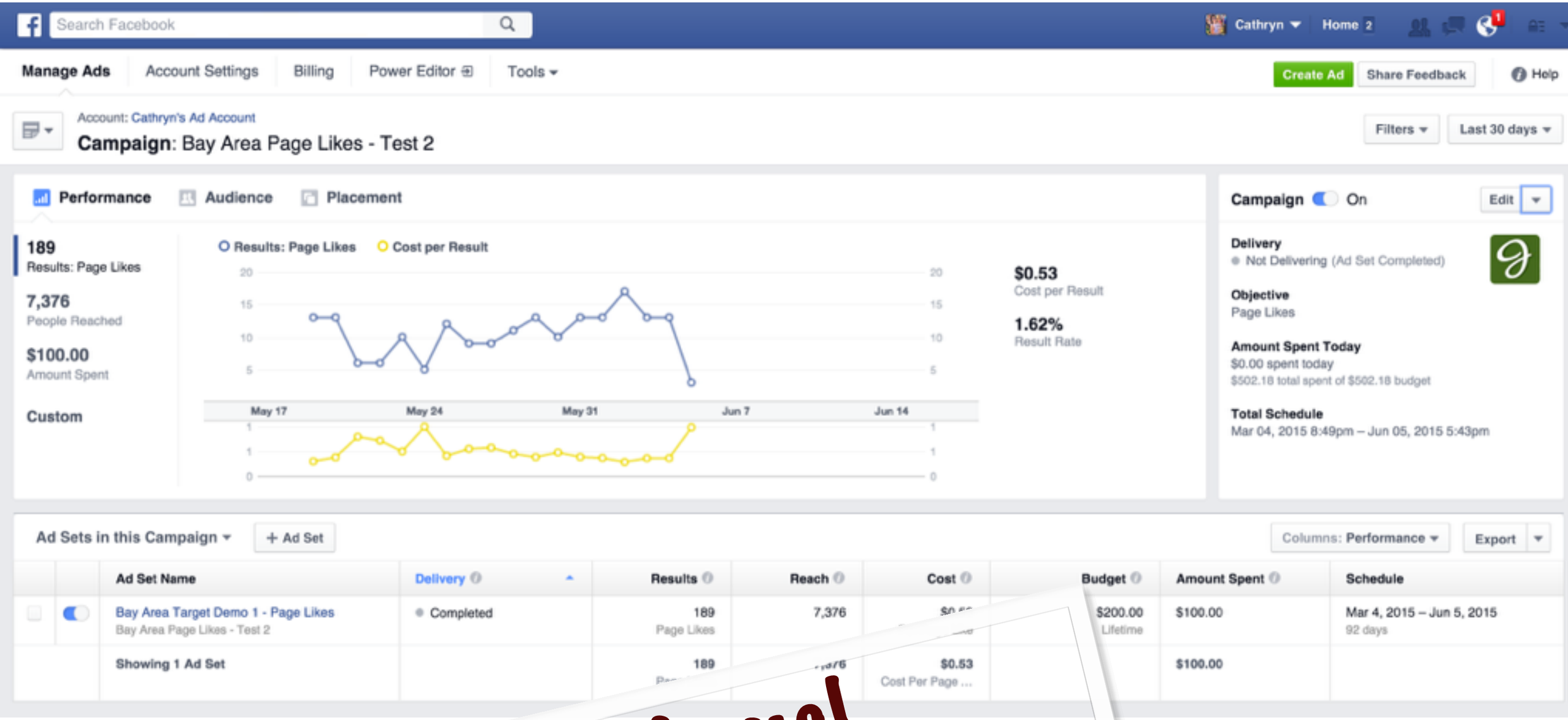
**Amount Spent Today**
$0.00 spent today
$502.18 total spent of $502.18 budget

**Total Schedule**
Mar 04, 2015 8:49pm – Jun 05, 2015 5:43pm

Ad Sets in this Campaign | + Ad Set | Columns: Performance | Export

| | Ad Set Name | Delivery | Results | Reach | Cost | Budget | Amount Spent | Schedule |
|---|---|---|---|---|---|---|---|---|
| | Bay Area Target Demo 1 - Page Likes<br>Bay Area Page Likes - Test 2 | Completed | 189<br>Page Likes | 7,376 | $0.53<br>Per Page Like | $200.00<br>Lifetime | $100.00 | Mar 4, 2015 – Jun 5, 2015<br>92 days |
| | **Showing 1 Ad Set** | | **189**<br>Page Likes | **7,376** | **$0.53**<br>Cost Per Page ... | | **$100.00** | |

Moms???




# Moms!
## (who are also digital marketers)

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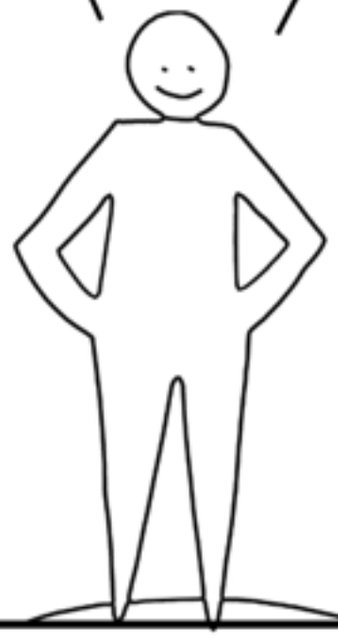

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How many of you know all the answers?

How do you know you're right?

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# The Future!

# User + Product Fit

Validated

## Goals & Purchase Intent

Validated

### Needs

Be more fashionable than her friends.

Spend less money.

### Behaviors

Read style blogs

Go to sample sales and outlets

### Time & Money

2 hours/ day

30% of her income spent on clothes

### Currently Seeking?

Always looking at new things

### Special Requirements

## Predictive behaviors/ needs/goals

Shopped at a sample sale in the last 6 months

follows at least 3 fashion blogs closely

## How product helps

Helps them find sample sales of upcoming designers in their area

### Better how?

She's the first in her group of friends to discover a trend while saving money

## Context of Use

Validated

### With whom?

Alone

### Where?

On public transit

at home

### When?

### How often?

Multiple times a day for a few minutes at a time

## Channels & Influencers

Validated

### Messages

"Be the first to get it for less."

### Influencers

Friends

Specific Celebrities

Fashion Bloggers

### Hangouts

snapchat

School

Polyvore

## Future Use

Validated

### Ongoing use

Constantly updated with the newest designers

### Change in use

Should use more frequently as she finds more designers

may drop off if she ages out of the styles

### Change in user

Will spend less money at retail stores

feeling happier about wardrobe

User Map

Kaitlyn, user

March, 2016

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Validated

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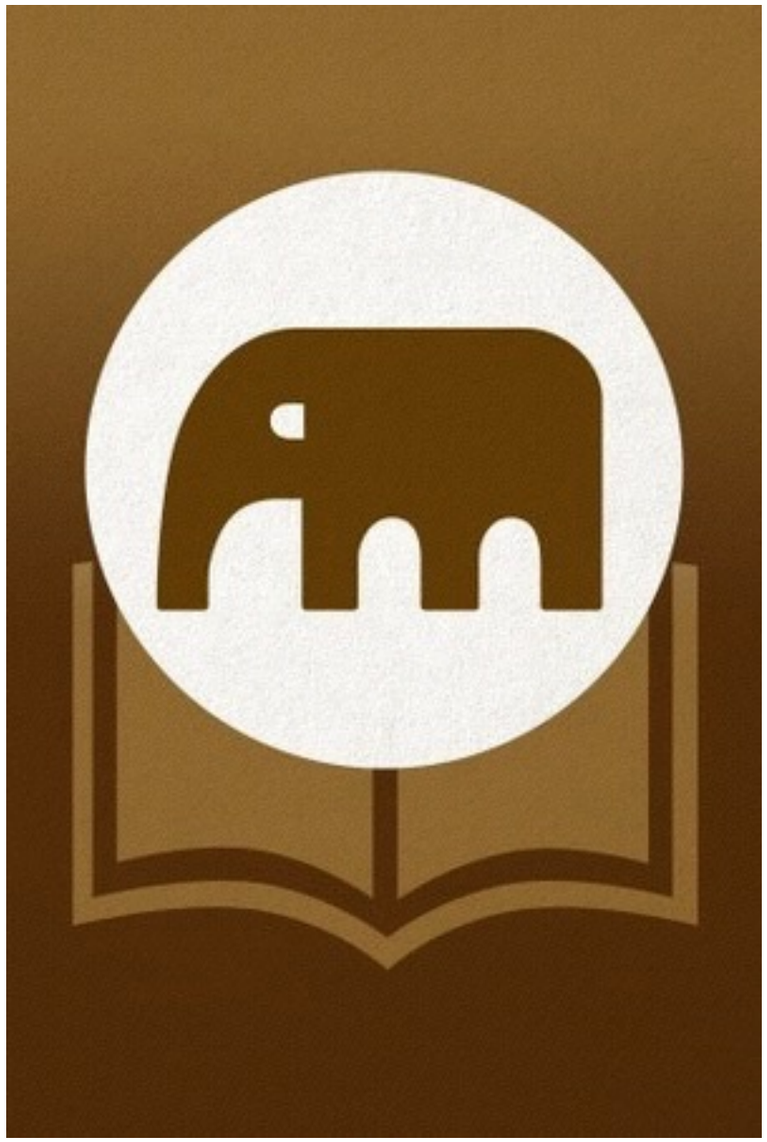
March, 2016



# Build Better Products

## Coming in October 2016
## from Rosenfeld Media

# Questions?

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