Using PRDs and User Journeys to Design User-Friendly Tools

Gwendolyn Stockman
Customer Reliability Engineer
gfrey@google.com

Google

Terms

- **PRD - Product Requirement Document**
  - ***what*** a product should do
  - NOT ***how*** a product will do it (design doc)

- **User Story**
  - illustrate a single requirement

- **User Journey**
  - about the use of the tool from the first interaction to the last

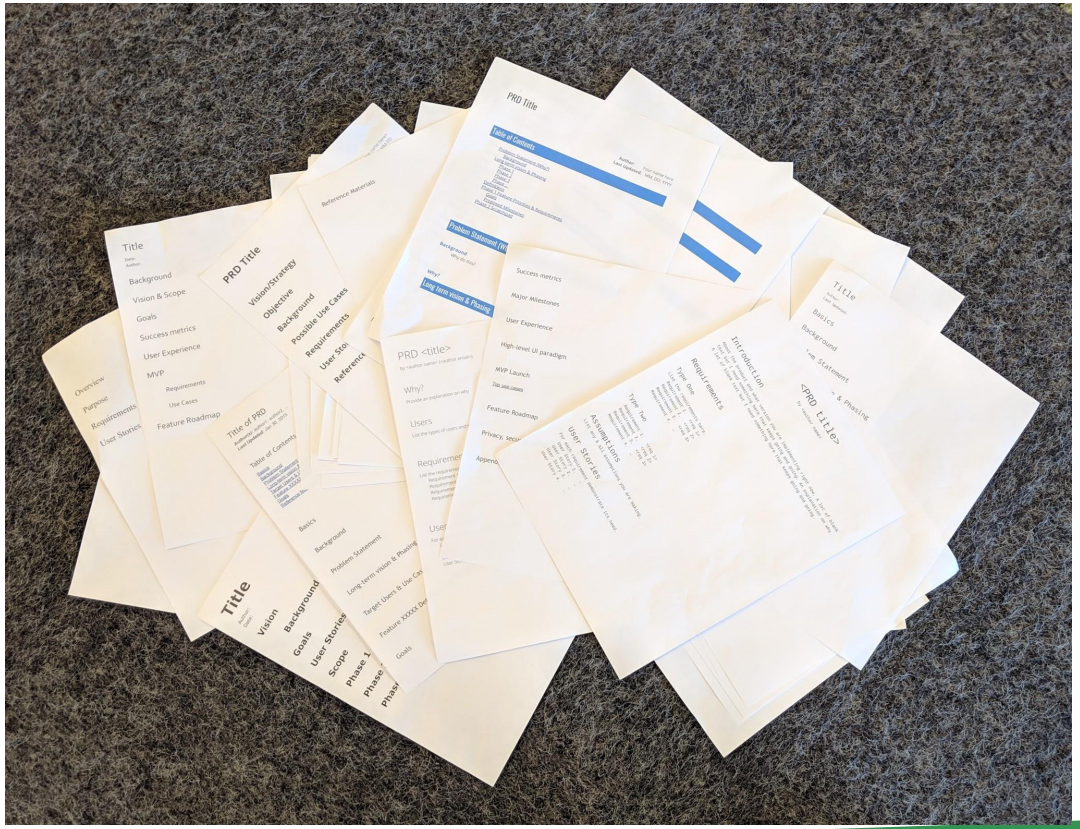
Example Service



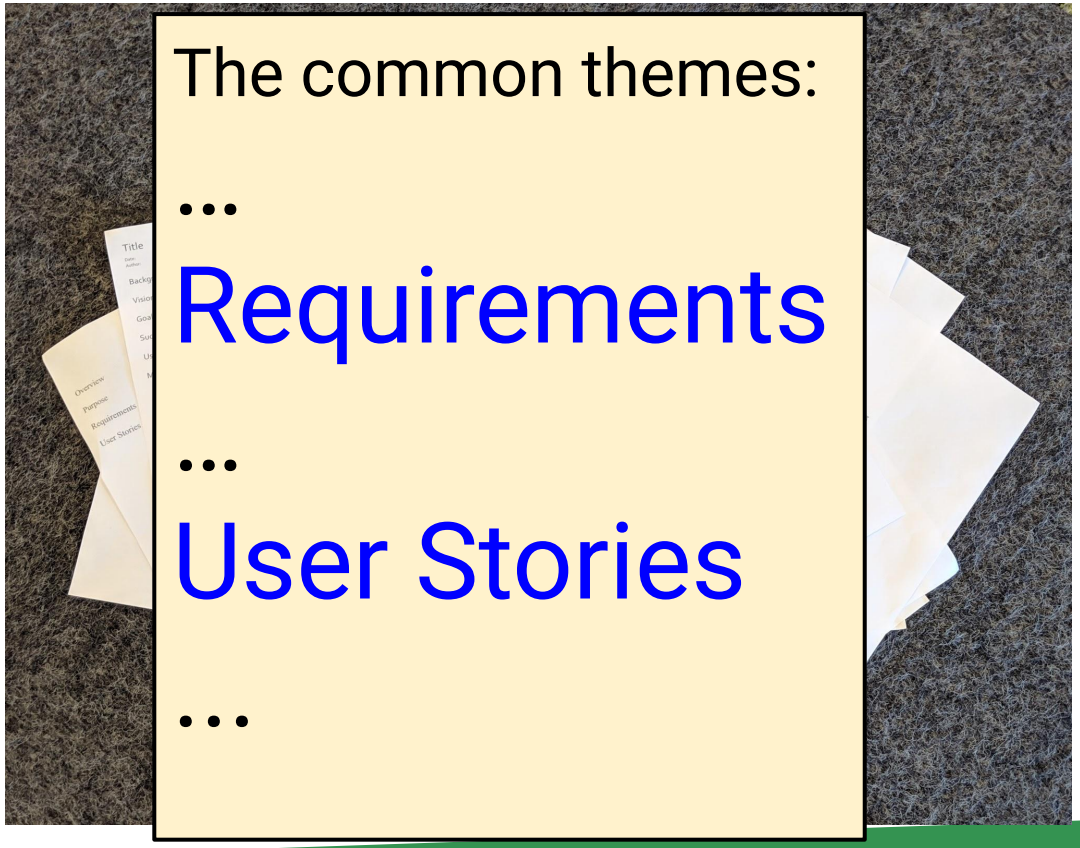
The beginning...

How do you write a PRD?

How do you write a PRD?



How do you write a PRD?




STOP

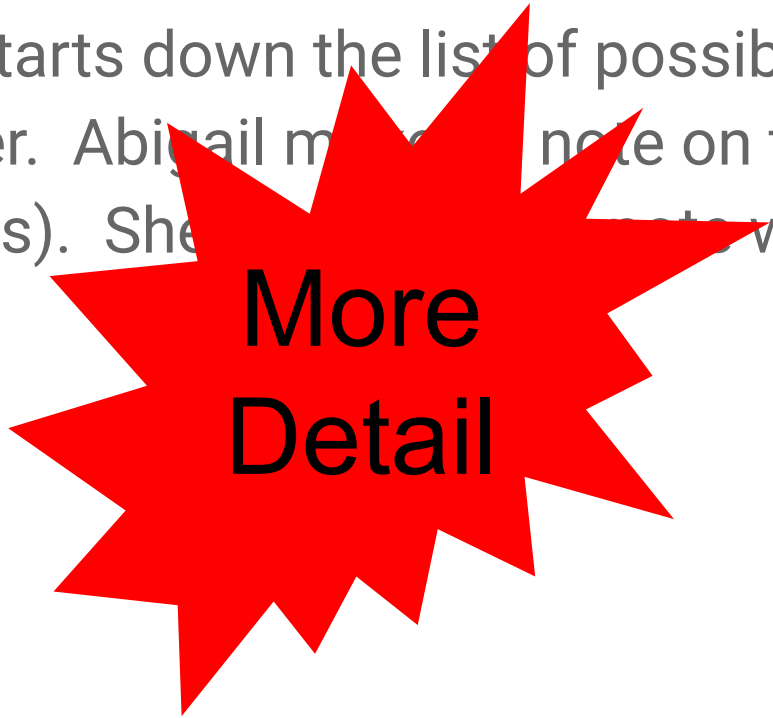
Abigail

Snippet from User Journey

Abigail (the user) starts down the list of possible kitchen features to consider. Abigail makes a note on the stove type item (she wants gas). She observes the note was saved.

Snippet from User Journey

Abigail (the user) starts down the list of possible kitchen features to consider. Abigail m[illegible] note on the stove type item (she wants gas). She[illegible] was saved.



Snippet from User Journey

Abigail (the user) starts down the list of possible kitchen features to consider. **Abigail makes a note on the stove type item (she wants gas).** She observes the note was saved.

Example - Abigail (the user) makes a note on the stove type item (she wants gas).

More details needed:

Q. How does she take notes?

Example - Abigail (the user) makes a note on the stove type item (she wants gas).

More details needed:

Q. How does she take notes? *In a text box.*

Example - Abigail (the user) makes a note on the stove type item (she wants gas).

More details needed:

Q. How does she take notes? *In a text box.*

Q. How does she get to the text box?

Example - Abigail (the user) makes a note on the stove type item (she wants gas).

More details needed:

Q. How does she take notes? *In a text box.*

Q. How does she get to the text box? *She clicks a button.*

Example - Abigail (the user) makes a note on the stove type item (she wants gas).

More details needed:

Q. How does she take notes? *In a text box.*

Q. How does she get to the text box? *She clicks a button.*

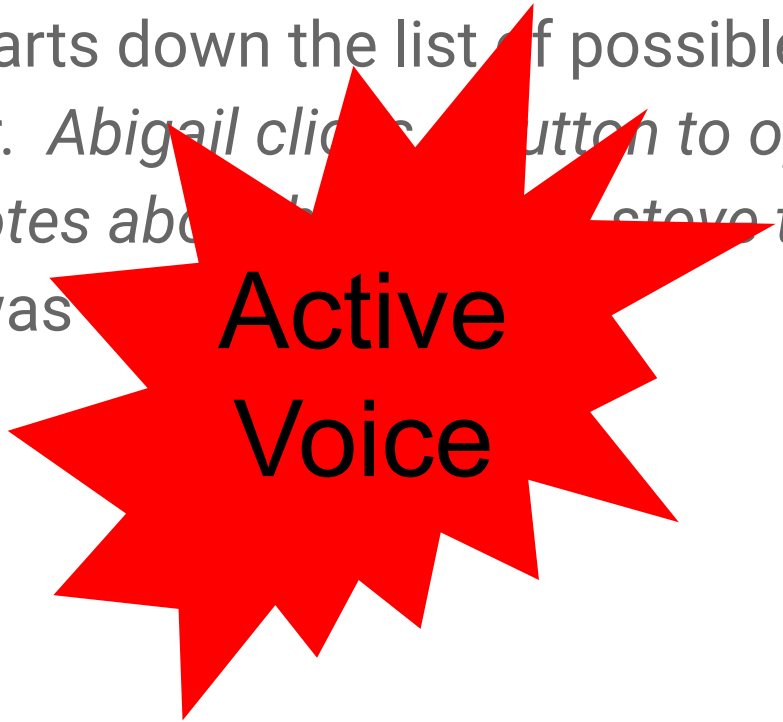
Abigail clicks a button to open a text box, where she makes notes about her desired stove type.

Snippet from Improved User Journey

Abigail (the user) starts down the list of possible kitchen features to consider. *Abigail clicks a button to open a text box, where she makes notes about her desired stove type.* She observes the note was saved.

Snippet from Improved User Journey

Abigail (the user) starts down the list of possible kitchen features to consider. *Abigail clicks button to open a text box, where she makes notes about stove type.* She observes the note was



Snippet from Improved User Journey

Abigail (the user) starts down the list of possible kitchen features to consider. Abigail clicks a button to open a text box, where she makes notes about her desired stove type. **She observes the note was saved.**

Active vs Passive Voice

- **Passive voice**: the subject of the sentence receives the action or is acted upon

Active vs Passive Voice

- **Passive voice**: the subject of the sentence receives the action or is acted upon
  - The man was ***bitten*.**



Active vs Passive Voice

- **Passive voice**: the subject of the sentence receives the action or is acted upon
  - The man was ***bitten*** **by zombies**[1].



Active vs Passive Voice

- **Passive voice**: the subject of the sentence receives the action or is acted upon
  - The man was ***bitten.***
  - The man was ***bitten*** by the **dog**.

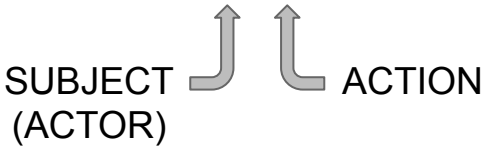


Active vs Passive Voice

- **Passive voice**: the subject of the sentence receives the action or is acted upon
  - The man was ***bitten.***
  - The man was ***bitten*** by the **dog**.



  - The **dog *bit*** the man.

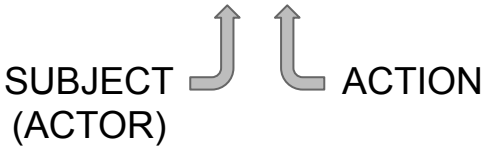


Active vs Passive Voice

- **Passive voice**: the subject of the sentence receives the action or is acted upon
  - The man was ***bitten.***
  - The man was ***bitten*** by the **dog**.



- **Active voice**: the subject (or actor) of the sentence performs the action
  - The **dog *bit*** the man.

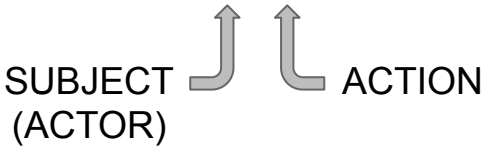


Active vs Passive Voice

- **Passive voice**: the subject of the sentence receives the action or is acted upon
  - The man was ***bitten.***
  - The man was ***bitten*** by the **dog**.



- **Active voice**: the subject (or actor) of the sentence performs the action
  - The **dog *bit*** the man.





1. https://web.cn.edu/kwheeler/gram_passive_voice.html

Example - Abigail observes the note was saved.

Example - Abigail observes the note was saved.

Hiding parameters

Q. Who does the saving?

Example - Abigail observes the note was saved by zombies!

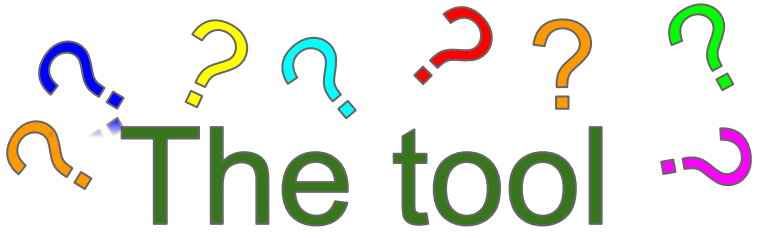
Hiding parameters

Q. Who does the saving?

Example - She observes the note was saved.

Active voice needed:

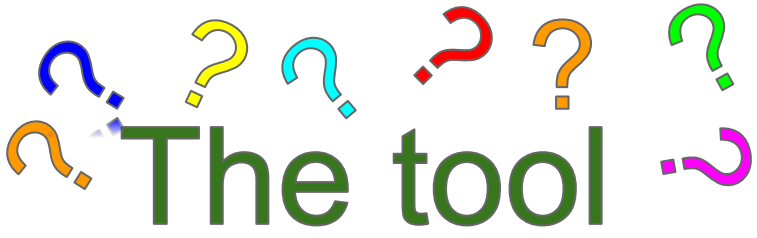
Q. Who does the saving?



Example - Abigail observes the note was saved.

Active voice needed:

Q. Who does the saving?

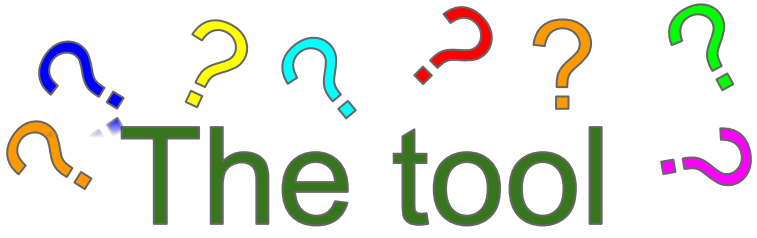


This is an **assumption *NOT*** a **requirement!**

Example - Abigail observes the note was saved.

Active voice needed:

Q. Who does the saving?



This is an **assumption *NOT*** a **requirement!**

Abigail observes the notes were saved by the tool.

Example -

Abigail (the user) makes a note on the stove type item (she wants gas). She observes the note was saved.

Currently:

Abigail clicks a button to open a text box by stove type, where she adds a note.

Example -

Abigail (the user) makes a note on the stove type item (she wants gas). She observes the note was saved.

Currently:

> Abigail clicks a button to open a text box by stove type, where she adds a note.

Active voice version (**with respect to the tool**):

Example -

Abigail (the user) makes a note on the stove type item (she wants gas). She observes the note was saved.

Currently:

Abigail clicks a button to open a text box by stove type, where she adds a note.

Active voice version (with respect to the tool):

The tool provides a button to open a text box by each item. Abigail clicks the button by stove type, and adds notes.

Example -

Abigail (the user) makes a note on the stove type item (she wants gas). She observes the note was saved.

Currently:

Abigail clicks a button to open a text box by stove type, where she adds a note. Abigail observes the notes were saved by the tool.

Active voice version (with respect to the tool):

The tool provides a button to open a text box by each item. Abigail clicks the button by stove type, and adds notes.

Example - Abigail (the user) makes a note on the stove type item (she wants gas). She observes the note was saved.

Currently:

Abigail clicks a button to open a text box by stove type, where she adds a note. Abigail observes the notes were saved by the tool.

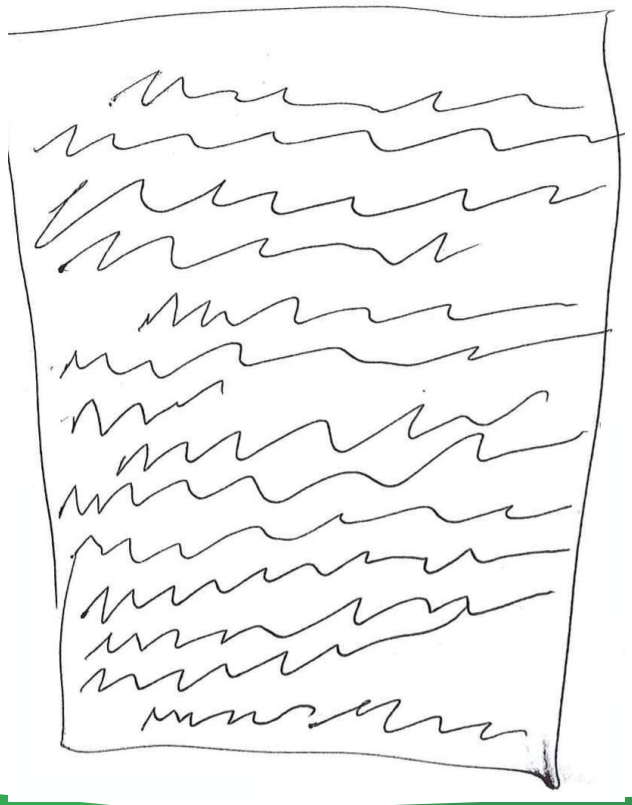
Active voice version (with respect to the tool):

The tool provides a button to open a text box by each item. Abigail clicks the button by stove type, and adds notes. The tool auto-saves the notes.

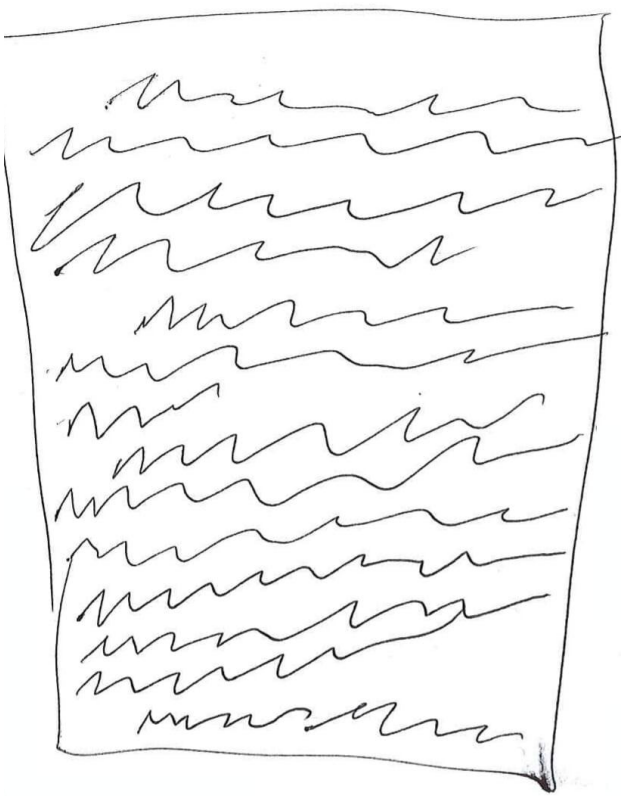
Final Snippet from Improved User Journey

Abigail (the user) starts down the list of possible kitchen features to consider. *The tool provides a button to open a text box by each item. Abigail clicks the button by stove type, and adds notes. The tool auto-saves the notes.*

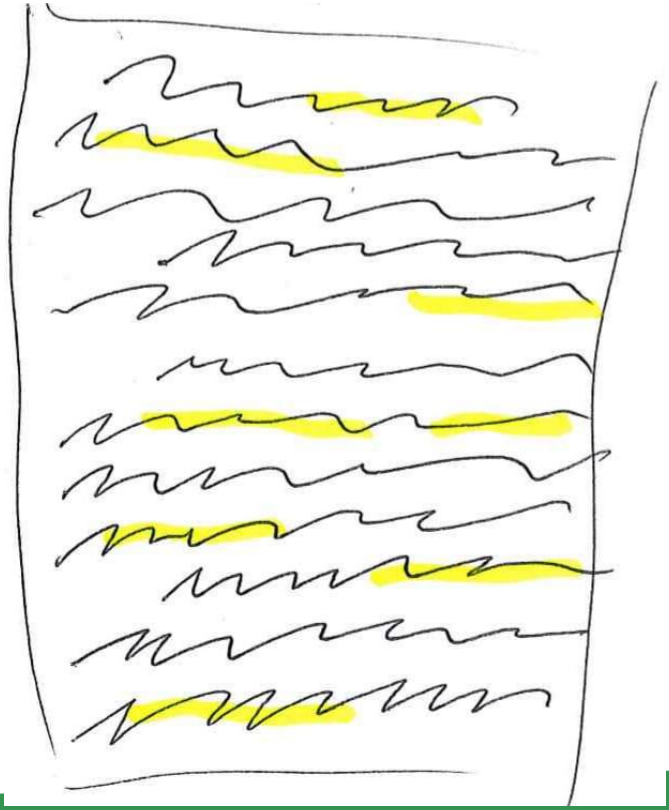
Write User Journey



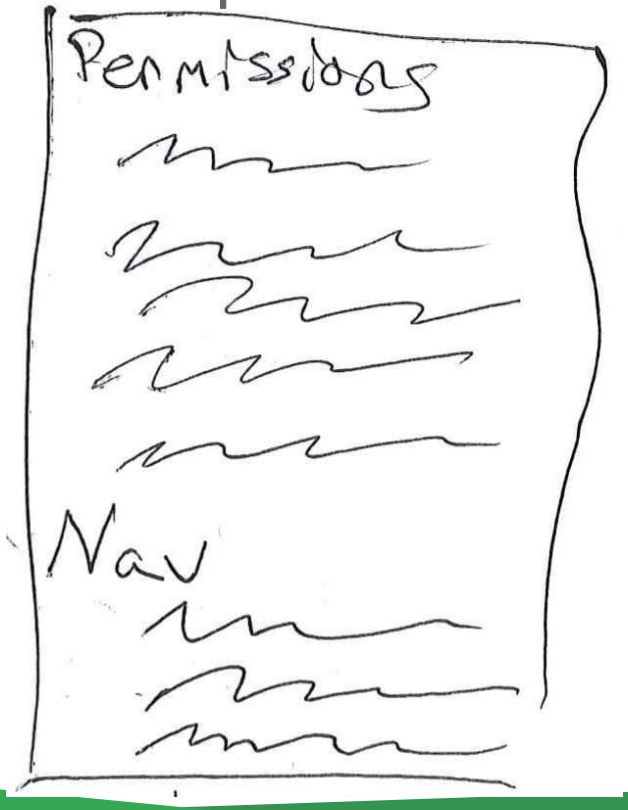
Write User Journey



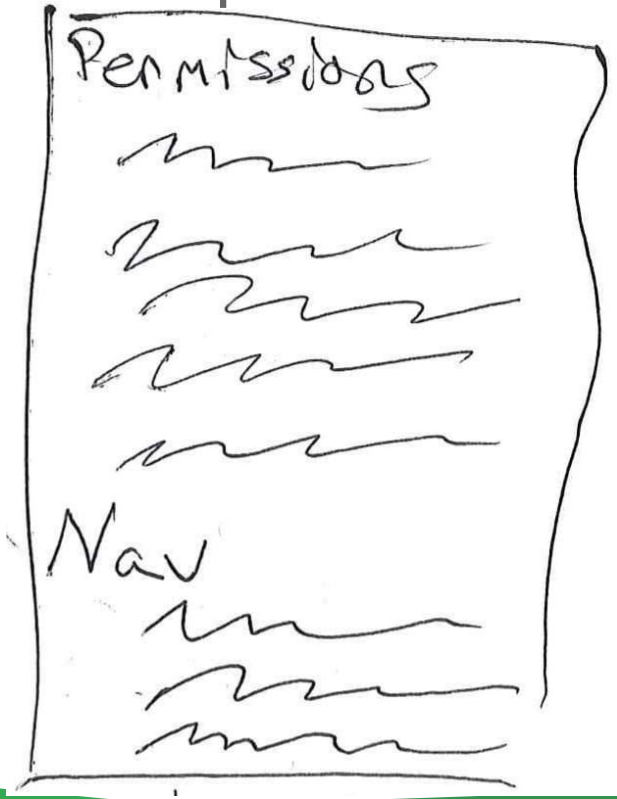
Highlight Requirements



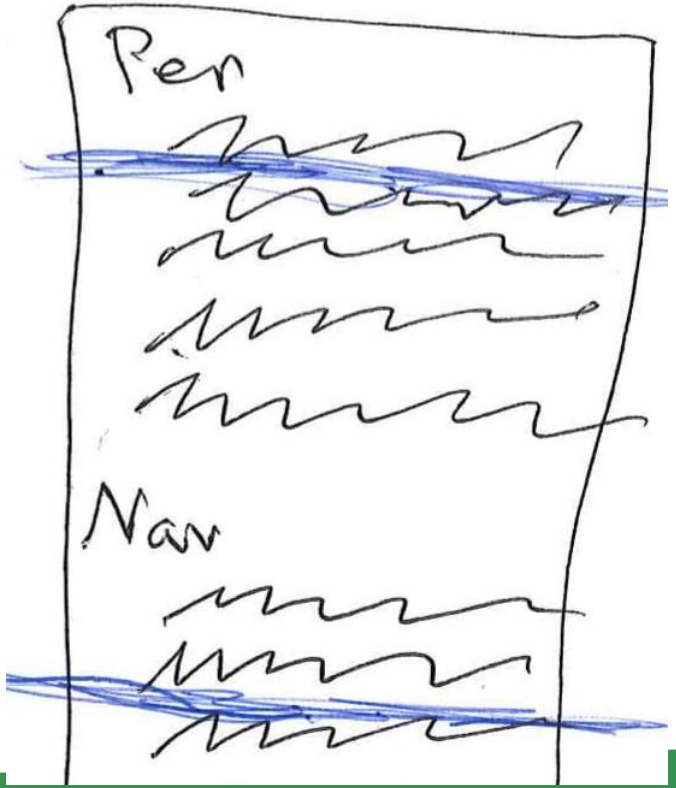
Group and Sort Requirements



Group and Sort Requirements



Place line



The Steps

The Steps

1. Write user journeys using active voice.

The Steps

1. Write user journeys using active voice.
2. Highlight requirements in the user journeys.

The Steps

1. Write user journeys using active voice.
2. Highlight requirements in the user journeys.
3. Pull out the requirements and group them by topic/areas to create a requirements doc.

The Steps

1. Write user journeys using active voice.
2. Highlight requirements in the user journeys.
3. Pull out the requirements and group them by topic/areas to create a requirements doc.
4. Stack-rank within each group.

The Steps

1. Write user journeys using active voice.
2. Highlight requirements in the user journeys.
3. Pull out the requirements and group them by topic/areas to create a requirements doc.
4. Stack-rank within each group.
5. Add stage X lines to each grouping of ranked requirements.`

The Steps

1. Write user journeys using active voice.
2. Highlight requirements in the user journeys.
3. Pull out the requirements and group them by topic/areas to create a requirements doc.
4. Stack-rank within each group.
5. Add stage X lines to each grouping of ranked requirements.
    a. The requirements doc can be kept up to date and you can add lines for future stages when working on later stage PRDs.

Conclusion / Summary

What does this method do for you?

- It helps prevent missing requirements
- Helps with subsequent PRDs

What is a User Journey?

Users First use . . . Last use *of the tool*

What are the steps?

1. Write User Journeys
2. Highlight and pull out requirements in the user journeys
3. Pull out the requirements and group them by topic/areas
4. Stack-rank within each group
5. Add stage X lines to each group

For more complete PRDs User Journeys must be written by zombies!

Thank you!

contact me at: gfrey@google.com