



# The User's Journey: Storymapping Products That People Love

*Donna Lichaw*

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## **The User's Journey: Storymapping Products That People Love** Donna Lichaw

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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