

Mapping the buyer's journey and UI/UX

CHAPTER 01 / BEFORE YOU BEGIN

Prepare your materials. Define the deliverables.

Business owners, sales, marketing teams, and designers need to agree on customer experience priorities.

Starting materials

- Customer conversations or interviews
- Examples of successful and unsuitable inquiries
- The main page that visitors go through

What you will prepare

Journey map with questions, obstacles, evidence, and next steps.

Use it as material for decisions and discussions, then adjust the work limits to your conditions.

Starting from one page, one process, or one most important need. Note unknowns as questions; Don't force answers just to make the worksheet look finished.

Work in a clear order.

Select one decision and one group of buyers

Don't map all customers at once. Choose a real context, for example procurement looking for vendors for certain needs. Write down search triggers, consenting parties, and information to bring to the meeting. Separate customer conversation findings from team guesses, so design decisions can be tested.

Map tasks, not just screens

The visitor may come from a search, read the specifications, examine the evidence, then file the information for his or her superiors before contact. For each stage, write down the tasks and unanswered questions. Don't force everyone to follow the same funnel; provide an entrance that suits your needs.

Pair resistance with change

If people don't find the scope of the service, clarify the structure and labels, not just the button color. If the form asks for too much information, determine what is truly necessary for an initial response. Use understandable input labels, explanations, and error messages. Changes must have a task-related reason.

Observe tasks and link to follow-up

Ask potential users to search for one piece of information without direction. Note any misclicks, confusion, and passages they need to re-read. Continue by seeing whether the inquiry has the context that sales needs. Compare before and after conditions over a reasonable period; Don't conclude the cause from changes in traffic alone.

Connect steps to real decisions.

In an IT services vendor exercise, the buyer needs to understand the fit before requesting a proposal. This map helps select page content, rather than assuming every visitor is ready to buy.

Stage	Questions/obstacles	Helpful elements
Recognize needs	Will my problem be addressed?	Examples of issues and scope
Assess suitability	What are the prerequisites and limits?	Requirements and processes
Checking evidence	Is there a similar job?	Case studies with context
Start a discussion	What should I prepare?	Short form and instructions

Replace the example lines with your business conditions. Mark information that already has evidence, that is still an assumption, and that needs to be asked of the person in charge.

Avoid decisions that seem right, but have not been tested.

Thinking the new design is definitely more effective

Check task completion and inquiry quality, not just internal visual preferences.

Removes all navigation options

Buyers need access to evidence, conditions, or other information that supports the decision.

If a decision impacts costs, access, data, or other teams' work, list the parties who need to approve it. Explain the evidence that is available and the extent of information that remains to be examined.

Make your plans here.

Fill in concisely and specifically. For information that is not yet available, write who needs to be asked for confirmation. These notes are not sent by the Playbook feature to Oura; download before the tab closes.

01 Segments and decisions

02 Source of customer findings

03 Tasks and questions for each stage

04 The main obstacle

05 Hypothesis of change

06 Indicators for evaluating changes

Do not enter passwords, access tokens, or personal customer data. Temporary storage follows the browser tab session, not the Oura account.

Check your job readiness.

This checklist records the tasks you marked. It is not an audit score, certification, or automatic assessment of a website.

Segments and decisions are selected specifically

Assumptions are distinguished from findings

Every obstacle has a proposal for improvement

The form has labels and error messages

The task is tested without redirecting the user

Frequently asked questions

Start from existing conversations and some task testing. Note the limitations of the sample.

Analytics help show patterns of action; conversations and observations help explain why barriers occur.

Referral & usage limits

- W3C: labels for forms ■

References checked on October 2, 2026. Steps, examples and worksheets are Oura editorial formulation with the help of AI and public references. Examples are not client results. The guide does not guarantee business results and does not replace a dedicated examination of your systems.