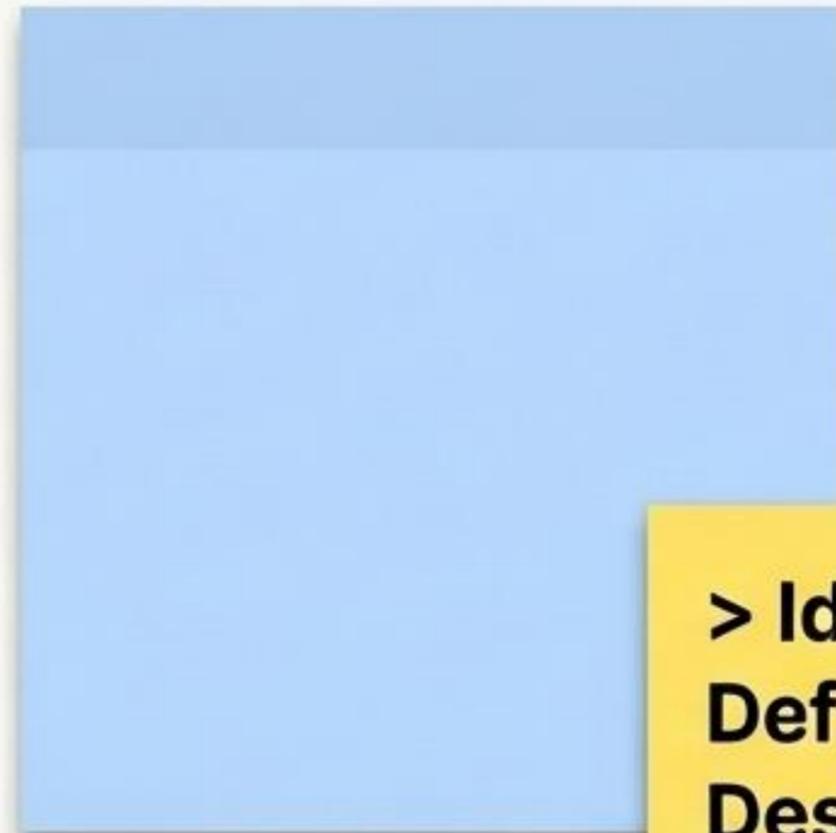# Transforming Product Friction into Support Design

A practical workshop guide

> Identify friction.
Define use cases.
Design support.

When to use this

Use this when:

launching a new product

preparing a major release

redesigning support

support demand is unclear

Facilitator Note
> Support demand starts
with product friction.

What this produces

identified friction points

structured support use cases

prioritized issues

input for demand modeling

foundation for knowledge base

Facilitator Note
> This process connects
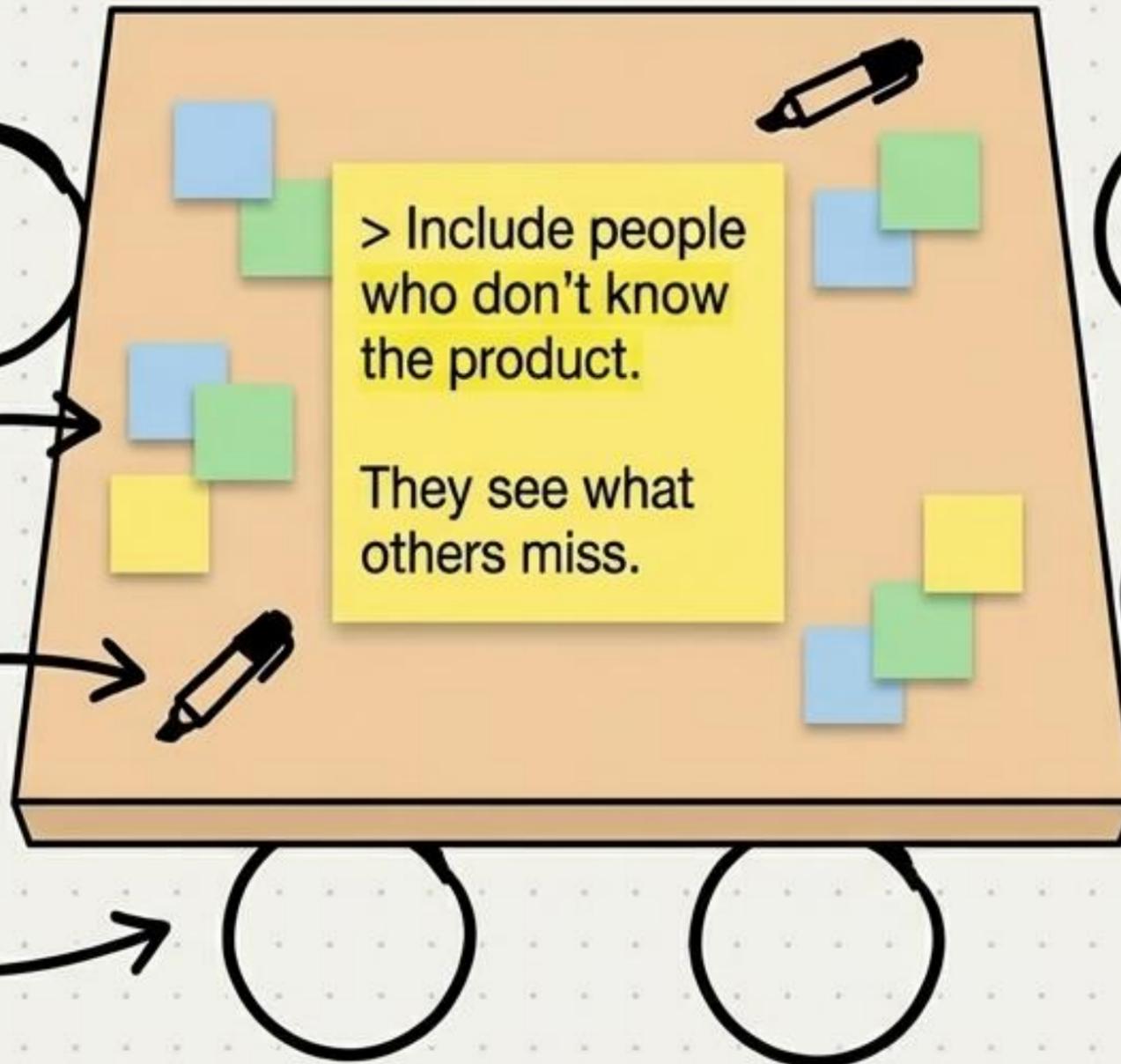product experience to
support design.

What you need

product screens,
pages, flows

wall or
whiteboard
space

sticky notes
(multiple colors)

markers

cross-functional
participants

> Include people
who don't know
the product.

They see what
others miss.

Who to include
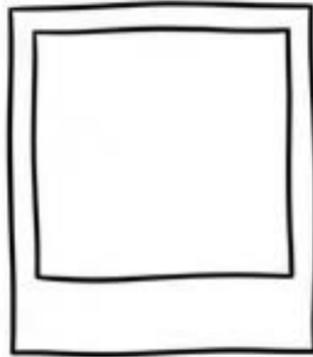
product and
engineering

support

customer-facing
teams

non-product
roles

Step 1: Define the user

Define the user persona.

> Map the experience from the user's perspective.

Who is the user?

What is their role?

What are they trying to achieve?

What does success look like?

Step 2: Prepare the mapping

- select the scenario or workflow
- define the problem you are solving
- ask "why" multiple times to reach root cause
- gather relevant product screens

Step 3: Build the journey

- lay out the experience step-by-step
- use one sticky per step
- arrange in time sequence

Facilitator Note
> Be clear what problem you are mapping.

> Create a visible, end-to-end flow.

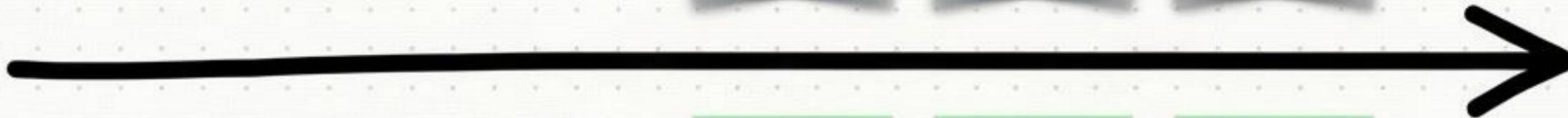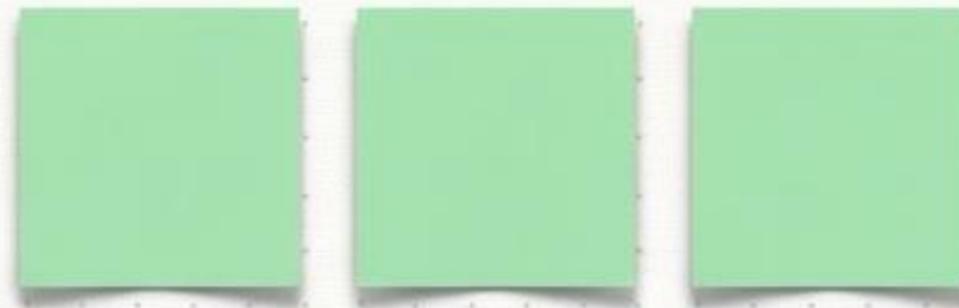## Step 4: Add internal and external actions

external: what the user does
internal: what your teams do

Use different colors.

→ > The product experience includes
    both visible and invisible steps.

???

Step 5: Walk the journey as a new user

Ask at each step:
  What is this?
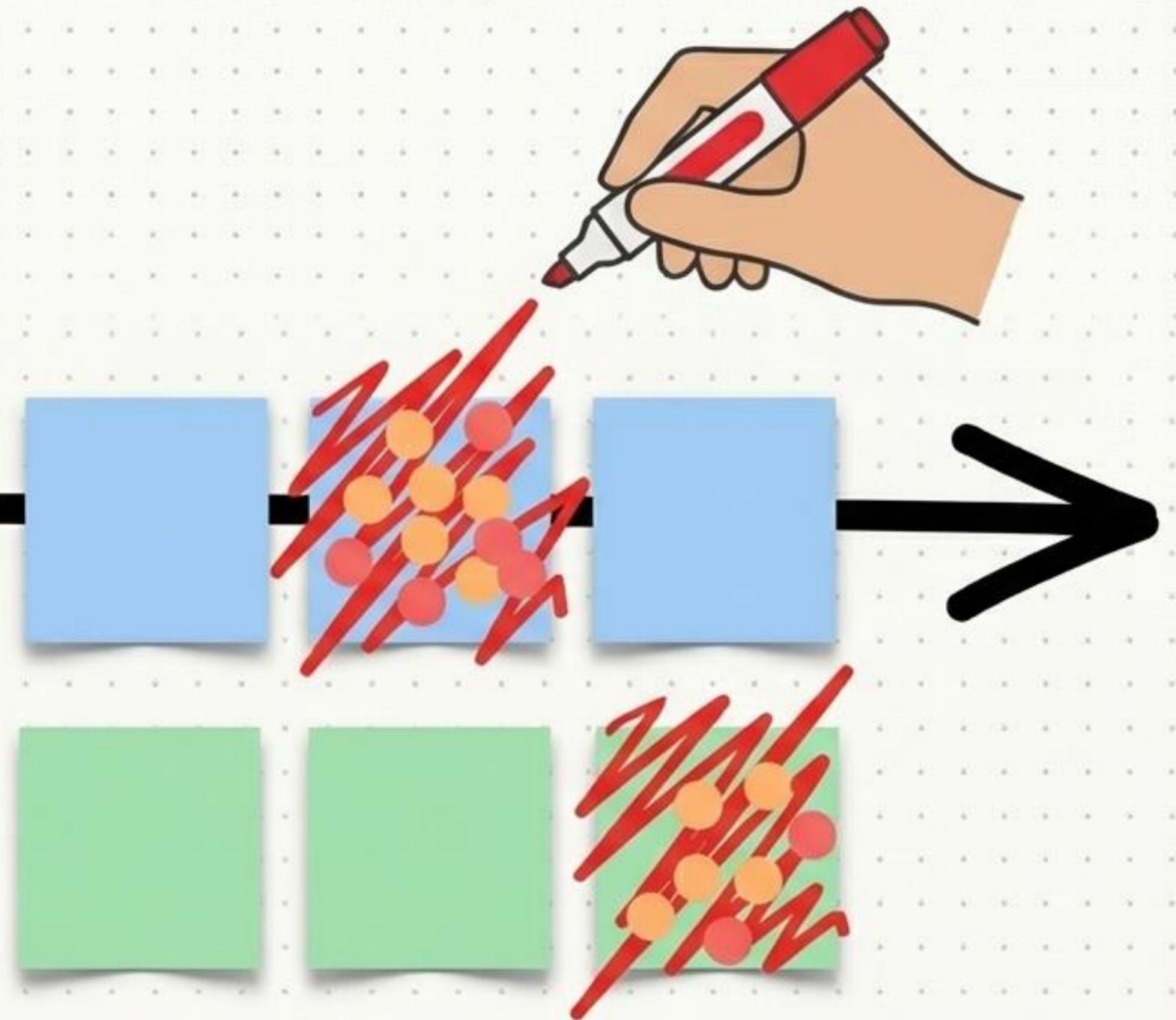 What do I do next?
  Why is this here?

> Assume no
prior knowledge.

Step 6: Identify friction

Look for:
- confusion
- unclear next steps
- ambiguity
- unexpected behavior
- delays or handoffs

> Friction is where support demand begins.

Step 7: Capture user reaction

At each step, ask:
- what is the user feeling?
- where is frustration or confusion?
- where is the experience positive?

> Use markers or dots to highlight reactions.
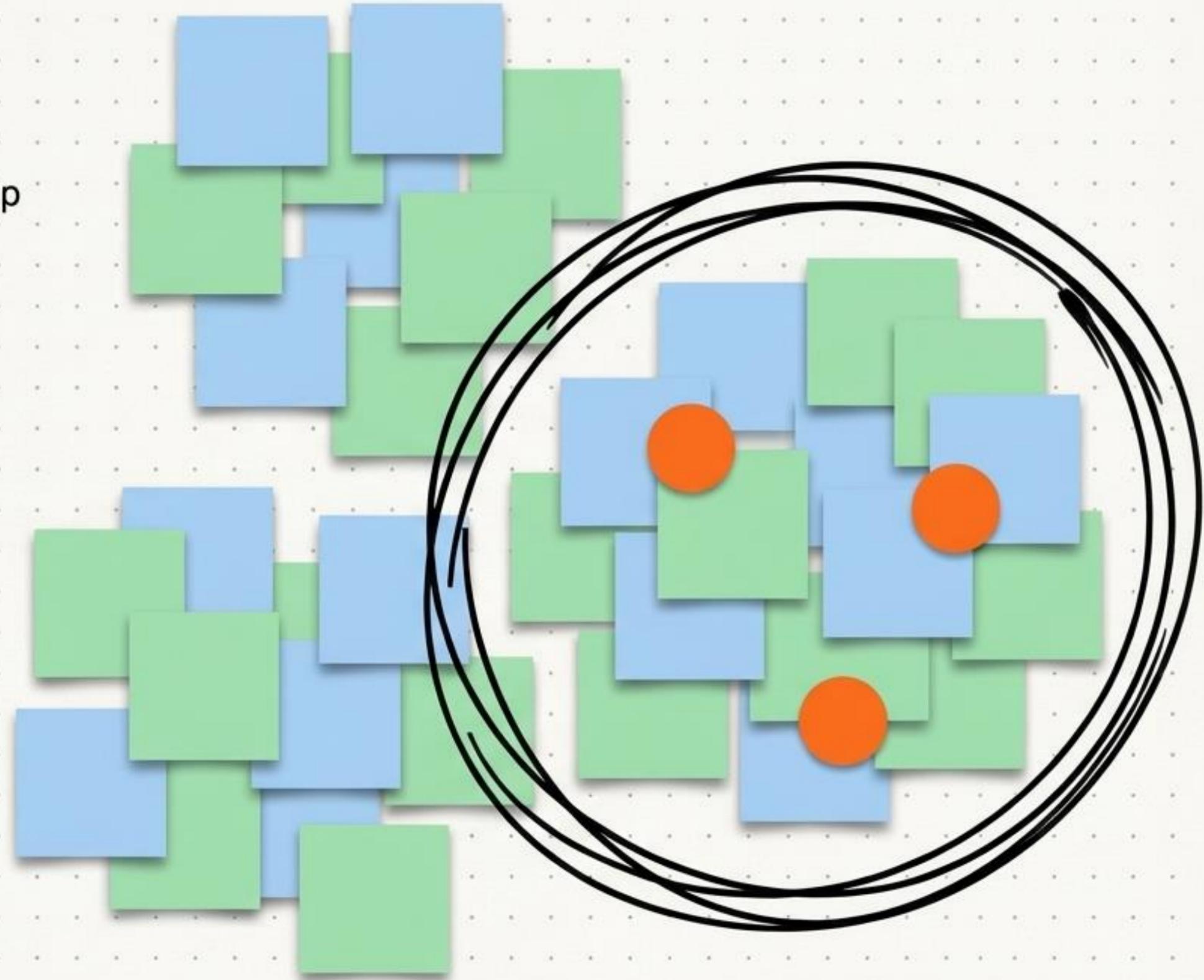
Step 8: Identify key moments

- review the full journey
- identify moments of friction and confusion
- highlight moments of truth (MOTs)
- look for breakdowns, delays, unclear ownership

> Transitions between teams are common failure points.

Step 9: Prioritize What Matters

- Prioritize key friction points
- select the issues with highest impact
- use voting (e.g., 3 votes per participant)
- identify top 10–12 friction points
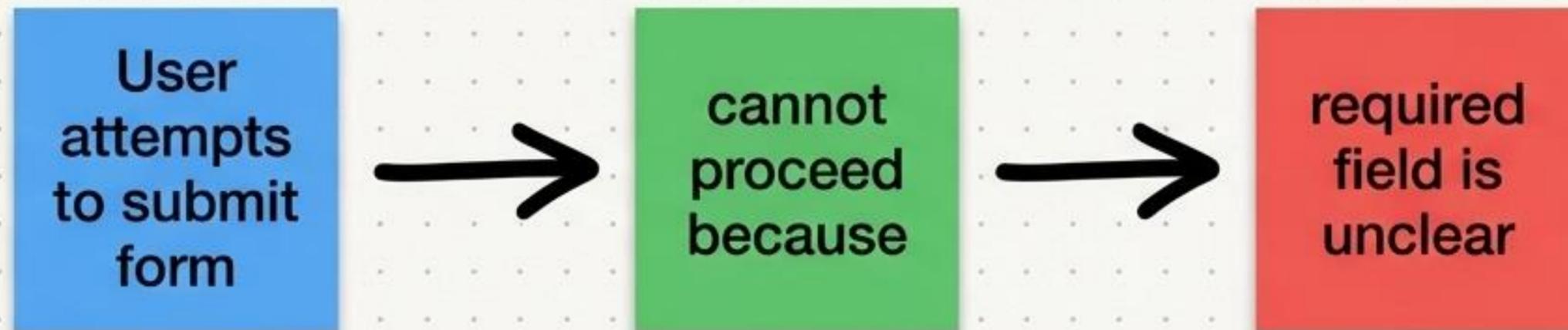
> Focus on what matters most.

Step 10: Define support use cases

Convert friction into use cases:

> User **X** → **Y** → because **Z**

Example:

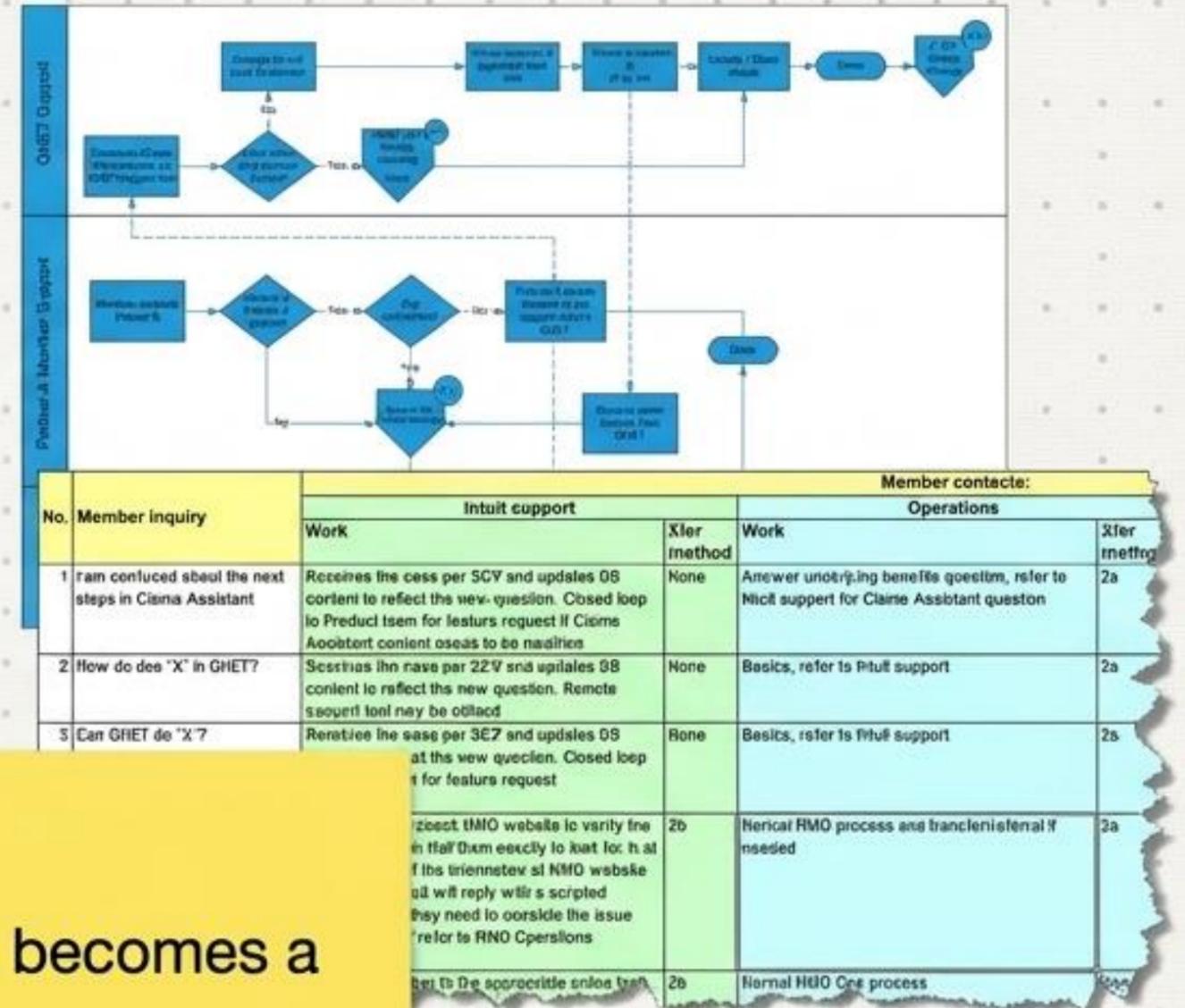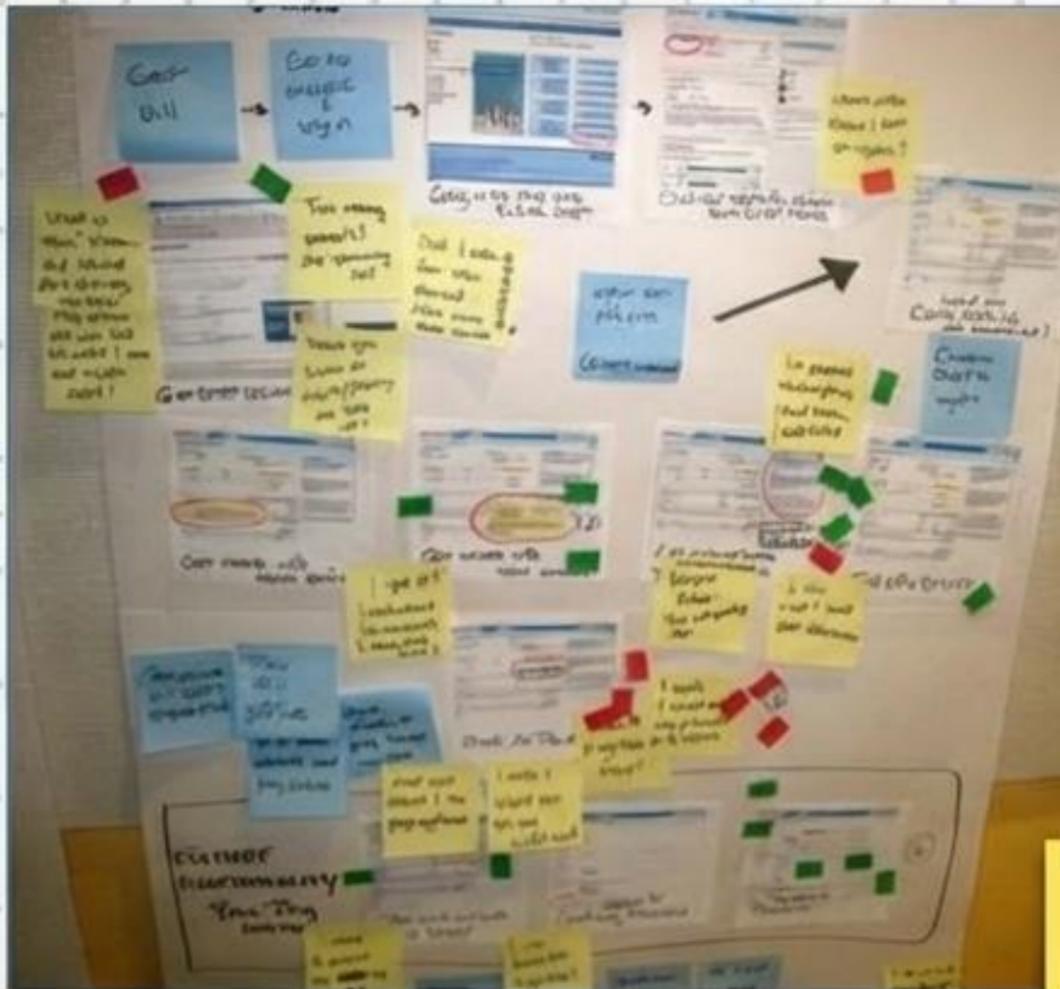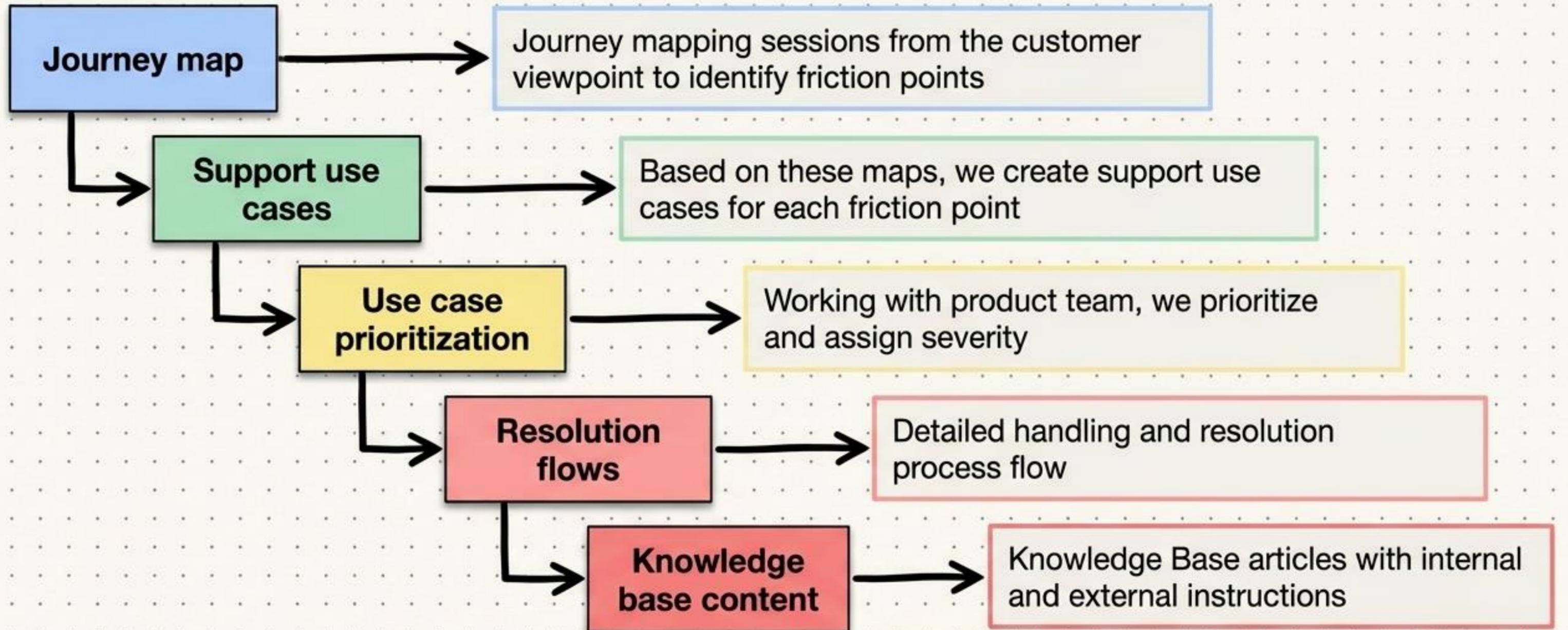| User attempts to submit form | → | cannot proceed because | → | required field is unclear |

From journey to support design

Support use cases feed: demand estimation, support workflows, resolution design, knowledge base

Facilitator Note

> Every friction point becomes a support scenario.

Support Use Case Process

Journey map → Journey mapping sessions from the customer viewpoint to identify friction points

Support use cases → Based on these maps, we create support use cases for each friction point

Use case prioritization → Working with product team, we prioritize and assign severity

Resolution flows → Detailed handling and resolution process flow

Knowledge base content → Knowledge Base articles with internal and external instructions

> This creates a complete support system.

Resolution and Knowledge Strategy

create
resolution
flows

Resolution and
knowledge define
how each use
case is handled

document
and publish
knowledge
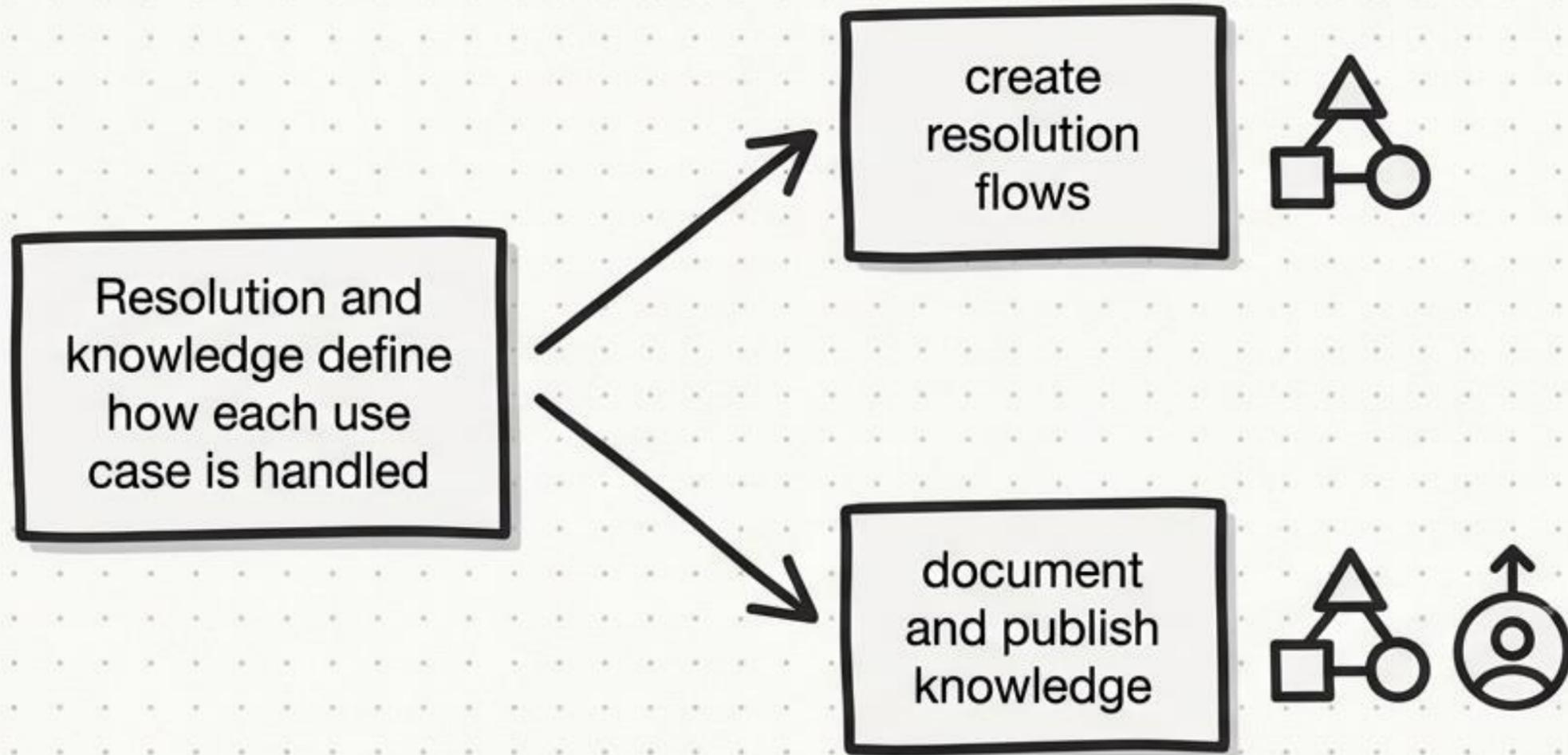
> Knowledge
supports both
teams and
customers.

Output

After this process,
you will have:

- ✅ prioritized friction points
- ✅ structured support use cases
- ✅ initial resolution approach
- ✅ knowledge base foundation

What happens next

estimate demand

design support model

build learning loop

improve product

> This feeds directly into support strategy.

Takeaway

> Product clarity reduces support demand.

Support design starts with understanding the product experience.

Lala@TheSupportStrategy.com