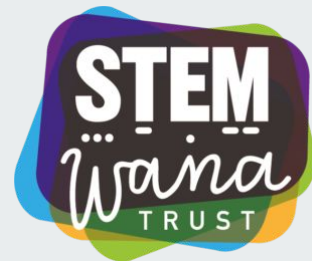




STEM Explorer Trail

YouthDev Challenge



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YouthDev App

What are we building?

Who are we building it for?

What do our users expect?

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Understanding the User

User journey mapping is a way to deconstruct a users experience with a product or service as a series of steps and themes.

Empathy is our ability to see the world through other people's eyes, to see what they see, feel what they feel, and experience things as they do.

It gives us deep understanding of the problems and realities **of the people we will be designing for** and helps us **set aside our own assumptions** about the world.

Without meeting your end users' needs and expectations your solution risks failing.

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Simple User Journey Mapping

What are the activities/actions that your users are taking? What are they trying to achieve?

- Register/Login
- Create Profile
- Choose a challenge to do
- Find the challenge
- Complete the Challenge
- See their progress

Simple User Journey Mapping

What are the activities/actions that your users are taking? What are they trying to achieve?

What are they thinking and feeling during the action. What questions do they have?

- What challenges are maths ones?
- What can I fit into an hour?
- What do I do?
- How can all my children participate?
- What do I win?

Simple User Journey Mapping

What are the activities/actions that your users are taking? What are they trying to achieve?

What are they thinking and feeling during the action. What questions do they have?

What content do we need to provide to answer those questions?

- Directions to HQ for help
- Link to STEMfest calendar
- Downloadable map

Simple User Journey Mapping

What are the activities/actions that your users are taking? What are they trying to achieve?

What are they thinking and feeling during the action. What questions do they have?

What content do we need to provide to answer those questions?

What functionality will help the user complete their goal or answer the questions?

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Simple User Journey Mapping

<https://drive.google.com/file/d/1qxbW73Jso84u4SJHPIOVUF3hhwlv1T6p/view?usp=sharing>

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Extra Reading

<https://blog.fullstory.com/customer-journey-maps-session-replay-and-the-power-of-empathy/>

<https://www.interaction-design.org/literature/article/design-thinking-getting-started-with-empathy>

<https://boagworld.com/usability/customer-journey-mapping>

Simply google user journey mapping, empathy research, customer interviews