

Methods for UI/UX Design B

Task 5: Mapping a User's Journey

Purpose

Journey mapping is used to understand how a user experiences Silka from start to finish in a real safety situation and to identify where the design supports or fails the user.

Representative user scenario

The user is a **woman** living with an abusive partner. In moments of tension, she cannot safely open an app or interact with her phone. Silka runs in the background and uses voice recognition to detect a pre-configured code word spoken during normal conversation. When the code word is detected, Silka activates safety actions without drawing attention.

Journey phases

Entry Core Interaction

The user continues normal behaviour without touching the phone. Safety actions run automatically in the background after code word is detected such as sending predefined messages or sharing location.

Touchpoints with the system

- Background monitoring
- Automated messaging
- Optional Location sharing

Emotional state

The user feels tense and emotionally overwhelmed but feels some relief knowing help has been triggered.

Pain points and frustrations

- Fear of technical failure
- Worry about being discovered
- No visible confirmation that the actions are active

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Exit / follow-up

Core Interaction

Once the situation ends or help arrives, the user later deactivates safety mode. When it is safe, she reviews what actions were triggered and decides what data should be kept or deleted.

Touchpoints with the system

- Discreet deactivation method
- Private summary screen

Emotional state

The user feels relief and exhaustion. She may still feel emotionally shaken.

Pain points and frustrations

- Emotional overload
- Concern about stored data
- Need for clear control and reassurance

Visualization of the journey

The journey moves from silent activation to background safety actions and ends with review and recovery. Emotional intensity is highest during the core interaction phase and decreases once the situation resolves.

Analysis

Moments that shape the experience most

- Activation without opening the app
- Silent operation during the situation
- Control over data after the event

Where design improvements are most impactful

- Voice recognition accuracy
- Reliability of background processes
- Clear and simple post-incident data handling