

Maria's Journey Map



Identification of need

Maria has class in the building M of the University

1



Possible solutions

She doesn't know where is the building so she started to ask people in the university

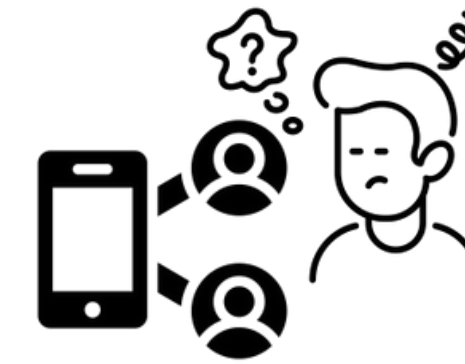
2



Inconformity

Many people send Maria to other buildings and she will miss class

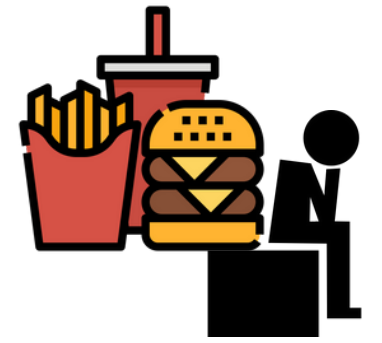
3



Research

She tries to look in the map of the University but can not find the building M.

4



Resignation

She finally ends her research and loses class, she decided to stay in another building studying for the next class

5



Maria is happy she will have her first class of the semester



She is sad because she could not find the building



The problem that many people could not answer her question and send her to other places



She asked herself if it is any possible solution she can take in the next 2 minutes



She finds the idea of the interactive map app the best possible solution for her sense of location in the campus

Insights

Students need to walk around University for getting into class

Target customers are students that are in 1st or 2nd semester and doesn't know where are located some buildings inside the university.

Insights

Students need many time walking around the university for getting to know all the buildings and different spaces around.

Getting to know the whole university may be a difficult homework for the students

Insights

Many people also are pretty mean and tell people wrong directions or they do not know in fact where the building is

People need to recognize every space in the university

Insights

A interactive map will be a possible solution where the student can see where each building of the university is located

Insights

Students will gain many time by using the app because they will recognize where is each building, how to get to spaces faster and many other information the app will provide