






Customer Map Customer Journey Map

Gemini Historical Artifact Description App

| | Awareness | Consideration | Usage | Exit | Post Usage |
|----------------------|---|---|--|--|--|
| Steps |  Awareness <ul style="list-style-type: none"> Searches online for historical artifact descriptions |  Consideration <ul style="list-style-type: none"> Visits the Gemini Artifact Description App |  Usage <ul style="list-style-type: none"> Clicks "Generate Description" |  Exit <ul style="list-style-type: none"> Copies content after assigning content color |  Post-Usage <ul style="list-style-type: none"> Returns for additional topics for multiple uses? |
| Interactions | <ul style="list-style-type: none"> Searches online for historical artifact descriptions Reads about AI content generators | <ul style="list-style-type: none"> Visits the Gemini Artifact Description App Enters an artifact name and desired word count | <ul style="list-style-type: none"> Clicks "Generate Description" Sees customizable word count dropdown | <ul style="list-style-type: none"> Copies content into assignment paper color print Long and wait time to receive artifact information | <ul style="list-style-type: none"> Returns for additional topics Returns to app for future artifacts |
| Goals & Motivations | <ul style="list-style-type: none"> Searches online for historical artifact descriptions Reads articles or visits encyclopedia sites | <ul style="list-style-type: none"> Navigates the app easily, simple interface Sees customizable word count word count options | <ul style="list-style-type: none"> Enters topic and clicks generate description Gemini API processes request and generates | <ul style="list-style-type: none"> Gemini API processes request and generates content | <ul style="list-style-type: none"> Quickly incorporate content into assignments |
| Goals & Motivations | <ul style="list-style-type: none"> Find well-researched information quickly | <ul style="list-style-type: none"> Verify app generates accurate and academic content | <ul style="list-style-type: none"> Generate structured historical description based on input | <ul style="list-style-type: none"> Quickly incorporate content into assignment or blogs | <ul style="list-style-type: none"> Quickly incorporate content into different assignments |
| Positive Moments | <ul style="list-style-type: none"> Finds out content can be generated in seconds | <ul style="list-style-type: none"> Verify if app generates accurate and academic content Ensure app can provide content in the required word count | <ul style="list-style-type: none"> Generate structured historical description based on input | <ul style="list-style-type: none"> Downloads text file quickly | <ul style="list-style-type: none"> Completes assignment ahead of schedule |
| Positive Moments | <ul style="list-style-type: none"> Finds out content can be generated in seconds | <ul style="list-style-type: none"> Finds consistent after seeing structured output examples Ensure app can provide content in the required word count | <ul style="list-style-type: none"> Satisfied by quick & structured result Sees fun historical fact while generating | <ul style="list-style-type: none"> Downloads text file quickly | <ul style="list-style-type: none"> Completes assignment ahead of schedule |
| Negative Moments | <ul style="list-style-type: none"> Gets overwhelmed by scattered online articles | <ul style="list-style-type: none"> Worries about accuracy of generated content examples | <ul style="list-style-type: none"> Experiences minor Art delay in any | <ul style="list-style-type: none"> Downloads text file quickly | <ul style="list-style-type: none"> None specific, post usage concerns reported |
| Areas of Opportunity | <ul style="list-style-type: none"> Market app via educational blogs & forums offer prints, extend for students, researchers | <ul style="list-style-type: none"> Highlight structured output merits on landing page Enhance FAQ and support for accuracy concerns | <ul style="list-style-type: none"> Optimize blog generation speed Ensure best error message for any failed request | <ul style="list-style-type: none"> Suggest related topics for wait reason Introduce history quiz to keep users engaged | <ul style="list-style-type: none"> Send alerts for new features & content prompts Offer gamification rewards for milestones |

Steps
Interactions
Goals & Motivations
Positive Moments
Positive Moments
Areas of Opportunity