

## Customer Map Customer Journey Map

Gemini Historical Artifact Description App

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

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