# **CS110P** Introduction to HCI & UI/UX Design • Week 2 Lab Exercise **User Journey Document**

# **Introduction**

This User Journey Document is a detailed record that outlines a user's interactions with a product, service, or website. It includes the user's goals, actions, and thoughts at each step of their engagement. This also serves as your group’s Lab Exercise Output – fill the needed fields in this document with the details from your project.

Red ink includes instructions and templates on areas that you need to fill up. Replace them with black ink when submitting your Lab Exercise output. To get a full 100% for this Lab Exercise, your team must be able to correctly provide a minimum of 5 User Journeys. When in doubt or if you have questions, always consult with your instructor. The rubric for this Lab Exercise will be sent separately.

## Project Details

|  |  |
| --- | --- |
| **Project Name** | Ticketing Bros (E commerce Movie) |
| **Start Date** | January 29 2025 |
| **End Date** | Only put a date here when you are going to submit this by Week 13/14. |
| **Short Description** | * Convenient Place to Purchase Tickets * Ticket Buyers and Event Organizers * For Customers convenience and time saving * Wider reach for event organizers |

## Meet the Team

This is the team that will be working on this project. Their task is to complete a mockup for the abovementioned project.

* Villas, Kenneth Denzel E.
* Okol, Lorenzo T.
* Trayvilla, Vincent Harry H.
* Umali, Zachary Yuan

## Meet the End User

This is an end user that was interviewed by the team. The profile sheet below describes a candidate End User’s occupation/activity of interest, what currently keeps them happy, and what currently concerns them on what they do as this can also be a factor in shaping their experience in using the project.

|  |  |
| --- | --- |
| **Name** | Chelsea Lauron |
| **Age** | 22 |
| **Location** | San Pedro Laguna |
| **Occupation / Activity of Interest** | 4th Yr BS Information Technology |
| **What Keeps Them Happy** | * Pets, Coffee, Crab and Family |
| **What Concerns Them** | * Traffic * Hot Weather |
| **Other Details** | Routine   * Watching Hells Kitchen * Use tiktok everyday   Likes   * Eating   Dislikes   * Lack of Communication |

## User Needs

1. As a Student, I need to find convenient website to buy tickets
2. As a movie goer, I need to create a account so I can watch out for latest and upcoming movies.
3. As a potential user I expect that us user friendly and reliable
4. As a user I need an option to reserve a ticket and cancel a reservation
5. As a user I need to see the movies that are now showing and upcoming movies
6. As a user I need to see the runtime of the movies
7. As a user I need to be able to contact ticketing bros (ticketing management)
8. As a user I need to an account that is secure and user friendly
9. As a user I need able to pay online or in cash
10. As a user i need a too see the confirmation of the tickets

## User Wants

1. As a student I want to see details and genre of the movies
2. As a User I want to see the cast of the movies
3. As potential user I want easily interaction on apps so I can easily to see the movies
4. As a user I want to be able to rate the movie and write a small review.
5. As a user I want to to be able to to view purchase ticket history.
6. As a user I want a discount for multiple tickets bought on a single viewing
7. As a user I want to have my own account to buy tickets
8. As a user I want an option to use the system in different languages
9. As a user I want be able to reschedule me booking.
10. As a user I want to seat protection when I book a reservation.

# **USER JOURNEY 1:** Title of User Journey Here

## Journey Goals

This User Journey aims to:

* The user journey starts when a customer open the website where they can browse movies or login/register for a personalized experience.
* The user needs to input movie selection
* The user journey ends when a customer successfully completes ticket purchases and marking the completion of transaction.
* The user will receive a receipt for proof of transaction.
* the overall value for the user us a convenient and hassle-free movie ticketing booking experience that saves time and instant confirmation, fulfilling at least four key needs: convenience through online booking, efficiency with quick selection and secure payment, customization with movie and reliability with seamless transactions.

## User Story 1.1: User Story Title

### User Story Statement

This user story will help fulfill the following User Need:

“As a **[OCCUPATION]**, I need to **[INSERT NEED]** so I can **[INSERT PURPOSE]**.”

### Technical Description

Translate the user story statement into a technical standpoint here. What exactly needs to be done?

### Functional Requirements

What are the design requirements we need? What are the exact elements that we need to see so we can say that this user story fulfills the needs / wants of the user?

## User Story 1.2: User Story Title

### User Story Statement

This user story will help fulfill the following User Need:

“As a **[OCCUPATION]**, I need to **[INSERT NEED]** so I can **[INSERT PURPOSE]**.”

### Technical Description

Translate the user story statement into a technical standpoint here. What exactly needs to be done? What are the design requirements we need?

### Functional Requirements

What are the design requirements we need? What are the exact elements that we need to see so we can say that this user story fulfills the needs / wants of the user?

## User Story 1.3: User Story Title

### User Story Statement

This user story will help fulfill the following User Need:

“As a **[OCCUPATION]**, I need to **[INSERT NEED]** so I can **[INSERT PURPOSE]**.”

### Technical Description

Translate the user story statement into a technical standpoint here. What exactly needs to be done? What are the design requirements we need?

### Functional Requirements

What are the design requirements we need? What are the exact elements that we need to see so we can say that this user story fulfills the needs / wants of the user?

# **USER JOURNEY 2:** Title of User Journey Here

## Journey Goals

This User Journey aims to:

* Insert the starting state of this user journey – how would you know the journey has started?
* What does the user need as an input?
* Insert the end state of this user journey – how would you know the journey has ended?
* What will the user get as an output after this journey?
* What is the overall value for the user after this journey? Did this help any of their needs or wants? How many?

## User Story 1.1: User Story Title

### User Story Statement

This user story will help fulfill the following User Need:

“As a **[OCCUPATION]**, I need to **[INSERT NEED]** so I can **[INSERT PURPOSE]**.”

### Technical Description

Translate the user story statement into a technical standpoint here. What exactly needs to be done?

### Functional Requirements

What are the design requirements we need? What are the exact elements that we need to see so we can say that this user story fulfills the needs / wants of the user?

## User Story 1.2: User Story Title

### User Story Statement

This user story will help fulfill the following User Need:

“As a **[OCCUPATION]**, I need to **[INSERT NEED]** so I can **[INSERT PURPOSE]**.”

### Technical Description

Translate the user story statement into a technical standpoint here. What exactly needs to be done? What are the design requirements we need?

### Functional Requirements

What are the design requirements we need? What are the exact elements that we need to see so we can say that this user story fulfills the needs / wants of the user?

## User Story 1.3: User Story Title

### User Story Statement

This user story will help fulfill the following User Need:

“As a **[OCCUPATION]**, I need to **[INSERT NEED]** so I can **[INSERT PURPOSE]**.”

### Technical Description

Translate the user story statement into a technical standpoint here. What exactly needs to be done? What are the design requirements we need?

### Functional Requirements

What are the design requirements we need? What are the exact elements that we need to see so we can say that this user story fulfills the needs / wants of the user?