

 <p>RUBEN MOLDERS CONSULTANT AT COMPANY X</p> <p>PRODUCT GOALS</p> <ul style="list-style-type: none"> • Improve mobility • Monthly subscription • All costs included <p>EXPERIENCE GOALS</p> <ul style="list-style-type: none"> • Travel easily from A to B • Feel free • Be flexible <p>STORY</p> <p>The employer of Ruben offers a mobility budget and has partnership with PSA for the Employee Benefit Program. Ruben wants to sign contract at the EBP.</p>	PRE SERVICE			SERVICE												POST SERVICE						
	USER ACTIVITIES	LOG IN TO EBP	CHOOSE BRAND	CHOOSE MODEL	CHOOSE DURATION MILEAGE	CHOOSE DOORS	CHOOSE MOTORISATION	CHOOSE VERSION	CHOOSE COLOR	CHOOSE WHEELS	CHOOSE ADDITIONS	CHOOSE PRIVATE LEASE OPTIONS	READ SUMMARY	FILL-IN PERSONAL DATA	FILL-IN LIVING SITUATION	FILL-IN WORK SITUATION	FILL-IN FINANCIAL SITUATION	CHOOSE DEALER	UPLOAD IDENTIFICATION	CHECK SUMMARY	REQUEST OFFER	
	USER TASKS	FILL IN USERNAME	DECIDE WHICH BRAND	DECIDE WHICH MODEL	REFINE CONTRACT DURATION	DECIDE AMOUNT OF DOORS	DECIDE FUEL & TRANSMISSION	DECIDE MODEL VERSION	DECIDE CAR COLOR	DECIDE WHEELS OPTIONS	DECIDE ADDITIONAL OPTIONS	DECIDE PRIVATE LEASE OPTIONS	DECIDE CHOSEN OPTIONS	VALIDATE REQUESTED DATA	VALIDATE REQUESTED DATA	VALIDATE REQUESTED DATA	VALIDATE REQUESTED DATA	DECIDE WHICH DEALER	VALIDATE REQUESTED DATA	FINAL CHECK CHOSEN CONTRACT	SUBMIT OFFER	
		FILL IN PASSWORD			REFINE YEARLY MILEAGE																	
	USER STORIES	"There is no error message, what am I doing wrong?"	"Curious which cars I can lease!"	"The models are small and the pictures are blurry"	"I want to switch between brands. How do I return to the brand overview"	"Why is the mileage provided with a variable, and duration not?"	"This car has only one option for doors. why do I need to choose"	"Is there an indication of price difference?"	"What do these titles mean?"	"I can't indicate how my car would like this way"	"What are the differences between sort lacquer?"	"Why isn't the image of car changing when I choose for other wheels?"	"There are a lot of additional. It lacks structure."	"Why do I pay 3 euros per month for home delivery once?"	"Why do I see two prices? I am only paying for one right?"	"There isn't a way to go back to specific option?"	"Why is the family size option not validating?"	"This feels better. Why can't the rest of the form be like this?"	"Is there an option to see it on the map?"	"Why is the BSN warning only in the information bubble?"	"Where is my car in the summary?"	"This 'Thank you' page feels like it been hacked!"
	THOUGHTS	"The form is just resetting, what do I need to change?"		"Are these from prices with or without discount?"	"What does this brochure contains?"	"The duration and mileage are easily adjustable!"	"Choosing between doors doesn't the image of the car?"	"What are the benefits per fuel?"	"Are the numbers the motorcapacity?"	"Why isn't the color of my car changing?"	"What does these words mean? I want to see the wheels on the car!"	"Is it possible to have some visual cue when I make a choice?"	"The explanations are confusing. I still have a lot of questions..."	"I like the possibility to adjust duration and mileage."	"I want to see a picture of my configured car!"	"This form is not helping out... What is a 'geldige waarde'?"	"I think studielening should be studiechuld.."	"Can I fill in my zipcode?"	"I uploaded my files, why does it ask me to upload a file?"	"The summary is well structured"	"Why does it guide me to the normal PSA websites?"	
	EMOTIONS	• Suprised • Confused	• Excited • Curious	• Doubtful • Insecure • Trapped		• Comfortable	• Disappointed • Despondent	• Insecure • Concerned	• Lost • Doubtful	• Discouraged • Confused	• Confused • Irritated	• Overwhelmed • Lost	• Discouraged • Stupid	• Confused • Happy • Trapped	• Lonely • Confused	• Suspicious	• Satisfied	• Confused	• Discouraged	• Insecure	• Joyful • Annoyed • Shocked • Insecure • Uncomfortable	
	INSIGHTS	• Provide useful feedback on user input	• Not all content is the same: create hierarchy		• Content with same function should be consistent in the design	• Create prefixed cars and provide the right presentation of that prefix	• All exterior changes should be live previewed	• Do not leave open ends when it comes to questions about money	• Show (visual) differences between options	• Explain all unknown words to users	• Provide visual feedback on appearance changes	• Structure the content based on importance	• Provide FAQ to all questions		• Provide a map when users choose for a location	• Provide an option to fill zipcode locator when users choosing for a location	• Provide the chosen car at the contract summary	• Create clear thank you page with enough user feedback				