

User Journey Map for Chat App with Sentiment Analysis

Persona: Sarah (Organizational Employee)

Goal: Track mental health through sentiment analysis, maintain a positive tone in conversations, and receive personalized well-being tips.

Pain Points: Struggles to understand how her communication affects her mood; doesn't consistently follow mental well-being suggestions.

Stage	Actions	Touch points	User Thoughts	Emotions
1. Logging In	Sarah opens the app and logs in using her credentials.	Login Screen	"I need to check if my mood is improving."	Slight Frustration
2. Checking Mood History	Sarah checks her past conversations and mood trends.	Dashboard → Mood History	"Have I been stressed this week?"	Curious
3. Starting a Conversation	Sarah starts a new chat with a colleague.	Chat Screen	"I hope I keep things positive today."	Hopeful
4. Receiving Sentiment Feedback	The app analyses messages and shows live sentiment.	Chat Screen → Sentiment Overlay	"Did that message come across negatively?"	Concerned
5. Viewing Sentiment Breakdown	Sarah views a breakdown of her chat sentiment (e.g., positive, negative).	Dashboard → Sentiment Analysis	"Why was my tone so negative yesterday?"	Anxious
6. Getting Personalized Tips	The app offers well-being tips based on Sarah's chat tone.	Dashboard → Well-being Tips	"I should follow this advice to reduce stress."	Determined
7. Checking Mood Improvement	Sarah checks the mood chart to see if there's an improvement over time.	Mood History → Line Graph	"It looks like my mood is getting better."	Relieved
8. Modifying Behaviour	Sarah consciously tries to improve her tone during chats.	Chat Screen	"Let's keep a positive tone in all chats."	Optimistic

User Scenario

Scenario Title: Monitoring and improving communication tone using sentiment analysis.

Persona: Sarah (Team Leader at a company)

Goal: Track the sentiment of conversations and receive well-being tips to improve mental health and communication tone.

Precondition: Sarah has logged into the chat app and has had previous conversations stored for sentiment analysis.

Stage	Action	User Thoughts	Emotions
Start a Chat	Opens a conversation with a colleague.	"I hope I don't sound stressed about the deadlines."	Concerned
Live Sentiment Feedback	App provides real-time feedback on her tone.	"I should rephrase that message to sound more positive."	Cautious
Sentiment Summary	Views a sentiment summary of the chat.	"I need to stay mindful of my tone when discussing deadlines."	Reflective
Check Mood History	Reviews past conversations and trends.	"It seems like I've been a bit stressed this week."	Anxious
Receive Well-Being Tips	App suggests well-being tips to manage stress.	"I should follow the advice to manage my stress better."	Hopeful
Modify Future Behaviour	Applies well-being tips in future conversations.	"Let's keep things calm and clear."	Determined

User Scenario:

- Open the App:** Sarah opens the chat app on her device.
 - Thoughts:* "Time to check in with the team."
 - Emotions:* Focused
- Start a Conversation:** Sarah initiates a conversation with her colleague about the project's progress.
 - Thoughts:* "I need to make sure I'm being clear about the deadlines."
 - Emotions:* Concerned
- Live Sentiment Feedback:** As Sarah types, the app analyzes her messages and shows real-time sentiment feedback, warning her if the tone is negative.
 - Thoughts:* "Let me change this to sound less stressed."
 - Emotions:* Cautious
- Sentiment Breakdown:** After the conversation, Sarah reviews the sentiment breakdown and notices a few negative messages.
 - Thoughts:* "I need to work on reducing negative comments."
 - Emotions:* Reflective
- Check Mood History:** Sarah goes to her Mood History to see a chart of her sentiment trends over the past week.
 - Thoughts:* "I've been stressed in my recent chats, it's noticeable."
 - Emotions:* Anxious
- Receive Well-Being Tips:** Based on the negative messages, the app provides personalized well-being tips such as taking a break when feeling stressed.
 - Thoughts:* "This could help me manage my stress better."
 - Emotions:* Hopeful
- Modify Behaviour:** Sarah applies the tips in her future conversations, consciously maintaining a neutral or positive tone.