Plan User Flow

GROUP PROJECT
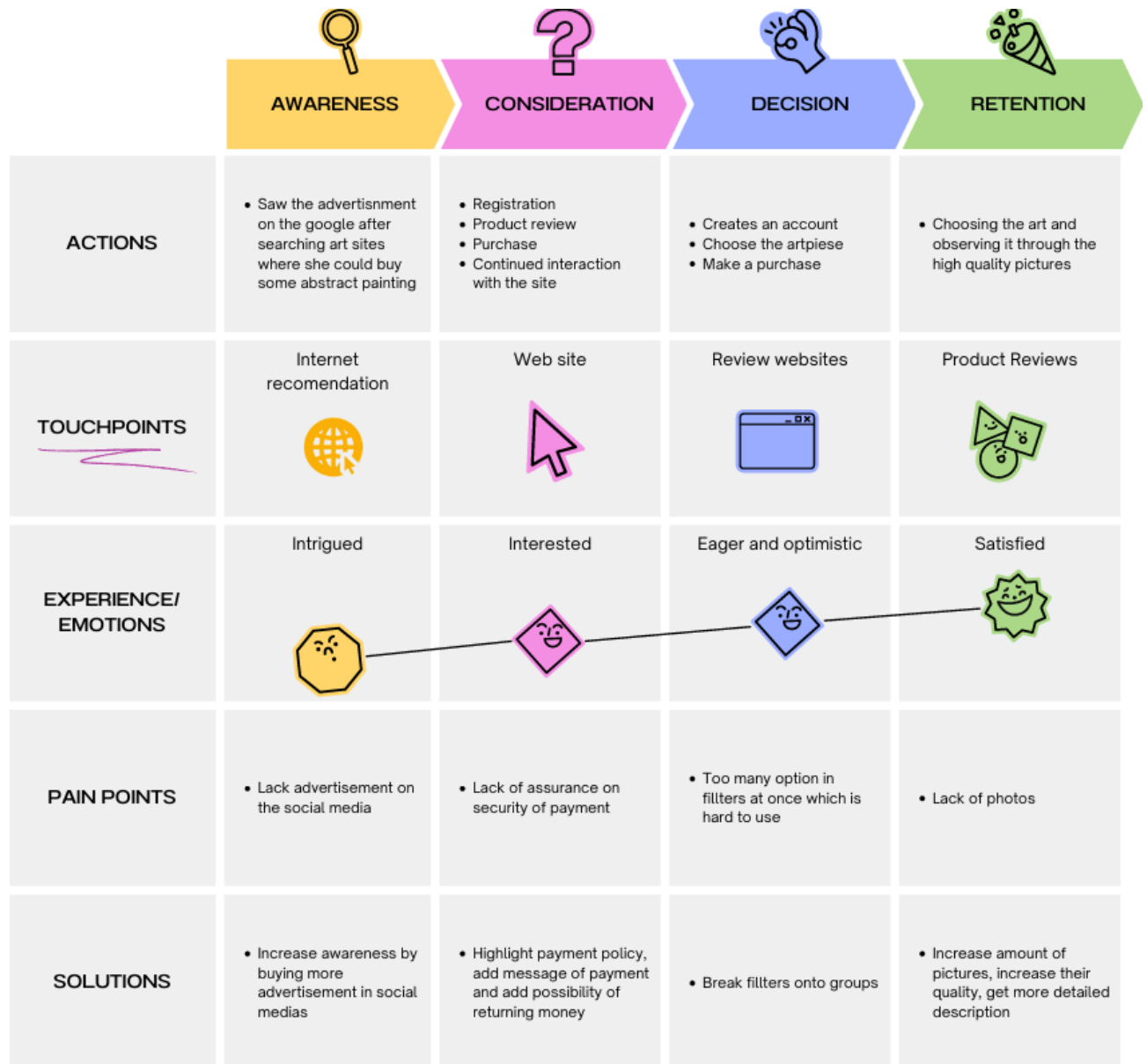
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IDAD Y2 | Web User Interface Design | January-February 2025

Persona: Emma Taylor

Goal: Find an abstract painting which could suit her living room

	AWARENESS	CONSIDERATION	DECISION	RETENTION
ACTIONS	• Saw the advertisnment on the google after searching art sites where she could buy some abstract painting	• Registration • Product review • Purchase • Continued interaction with the site	• Creates an account • Choose the artpiese • Make a purchase	• Choosing the art and observing it through the high quality pictures
TOUCHPOINTS	Internet recomendation	Web site	Review websites	Product Reviews
EXPERIENCE/ EMOTIONS	Intrigued	Interested	Eager and optimistic	Satisfied
PAIN POINTS	• Lack advertisement on the social media	• Lack of assurance on security of payment	• Too many option in fillters at once which is hard to use	• Lack of photos
SOLUTIONS	• Increase awareness by buying more advertisement in social medias	• Highlight payment policy, add message of payment and add possibility of returning money	• Break fillters onto groups	• Increase amount of pictures, increase their quality, get more detailed description

Persona: Fred

Goal: Find some interesting artwork which could good addition to his collection.

	AWARENESS	CONSIDERATION	DECISION	RETENTION
ACTIONS	• Friend advised to check it. • Saw the advertisnment on the google after searching art sites	• Checks competitors with the site • Registration • Product review • Purchase • Continued interaction with the site	• Creates an account • Choose the artpiese • Make a purchase	• Choosing the art and observing it through the high quality pictures
TOUCHPOINTS	Word of mouth	Web site	Review websites	Product Reviews
EXPERIENCE/ EMOTIONS	Intrigued	Indecisive	Eager and optimistic	Satisfied
PAIN POINTS	• Lack advertisement on the social media	• Lack of assurance on security	• Too many option in fillters at once which is hard to use	• Lack of photos
SOLUTIONS	• Increase awareness by buying more advertisement in social medias	• Highlight authentication features, password protection, back-up accounts	• Break fillters onto groups	• Increase amount of pictures, increase their quality, get more detailed description

Persona: Michael

Goal: Sell his artwork.

	AWARENESS	CONSIDERATION	DECISION	RETENTION
ACTIONS	• Saw the advertisnment on the google after searching art sites where he could sell his artworks • Friend which is using this site recommended it	• Registration • Checking other's artists way of discribing their art • filling the form for putting the artwork on the site for selling it • Continued interaction with the site	• Creates an account • Apload the artwork	• Waiting till the artwork will be sold
TOUCHPOINTS	Internet recomendation	Web site	Review websites	Contact with the buyer, notification from the website
EXPERIENCE/ EMOTIONS	Intrigued	Intrigued	Anxious	Satisfied
PAIN POINTS	• Lack advertisement on the social media	• Lack of ways of communication with potential buyers	• Hard to understand what to do after	• Notification can be lost in spam
SOLUTIONS	• Increase awareness by buying more advertisement in social medias	• Make notificaion about customers trying to contact with artist	• Give the notification with instruction	• Sent notification on email • After putting the product on selling show the notification window with message of warning to check the spam from time to time