

Journey map and Personas

Forecast for Parents

1

SETTING UP FILTERS IN MENU OR DURING SIGNING UP

1. Arthur can go to menu and choose 'my filters': [Optionally, he can do the same during 'setting up account' process]. He can set day preference for weekends, so his home screen will display events/attractions on weekends' only.



Arthur has an idea to book attractions for his daughter. He feels excited



The whole process can make Arthur little bit

2

PLAN ATTRACTIONS (JOURNEY I)

1. Arthur should go to menu and choose 'planning' feature.
2. Then, on planning page he will have an opportunity to explore a list of 'only' weekend's attractions.
3. If he wants to know more about an offer, he has to open particular attraction's screen.



Arthur is in a process of making decision

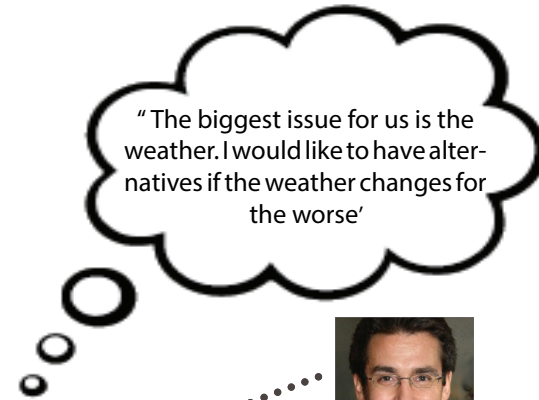


Arthur liked attraction/event. His mood is progressing now. His excitement is coming back.

3

BOOK ATTRACTIONS

1. if Arthur decides that he wants to tap 'book it', he will be directed to booking and payment page,
2. He will be advised to fill in a form and provide payment details (Optionally if form and payment details are already saved, clicking 'make a booking' will make it for him straight away).
3. Arthur needs to decide if he wants to receive reminders and weather notifications (if this option is not pre-set already).



Arthur made a booking, he feels relieved and happy.



Arthur made a decision (He is feeling happy now.)

4

CHECK YOUR BOOKINGS (OPTIONALLY)

1. If Arthur wants to check his bookings he can go to 'my bookings' in the menu bar.
2. Then he will have an insight into his bookings.
3. And again he could set weather notifications and event reminder if it isn't set yet.

2

PLAN ATTRACTIONS (ALTERNATIVE JOURNEY)

1. If Arthur decides to book attractions, using home screen with latest weather and rain updates, he can choose one of displayed attractions for upcoming weekend (His home screen will be displaying weekends only, due to pre-set filter) .

1

OPORTUNITY 1 - FILTERS

1. Creating 'my filters' feature in the menu.
2. Creating attribute for 'my filters' - choose days preference, so Arthur can choose weekends only.

2

OPORTUNITY 2 - PLANNER

1. Creating a planner screen/page/feature
2. Make planner compatible with calendars (like google calendar for instance)
3. Creating reminder feature (optionally, linked calendars should make it)
4. Creating 'my bookings' menu attribute and cancelation system for outdoor activities. (Only if provider agrees for that, information should be given to the user during booking)

3

OPORTUNITY 3 - WEATHER NOTIFICATIONS

1. Creating weather notifications as a part of 'booking in advance feature/function'.
2. Creating a push up notification after booking process, with question: 'Would you like to set a reminder for this event?'

1

WEATHER CHECK

1. If Natalie has her account already set then she can open her home screen right away.
2. On the home screen Natalie can check hourly rain updates. She can find out if rain is going to stop anytime soon.

Weather is a huge factor for our activities as we like to spend time outdoors where ever possible.'



Natalie is not happy. It's raining and she is out of ideas what to do with Ethan

She is opening home screen and she sees prop-ositions in her area. She feels hopeful.

2

CHOOSE AN ACTIVITY

1. Having distance, child's age and days filters/ preferences set through signing up process, she has an access to activities and attrac-tions which are relevant to her and her childs' needs.
2. Natalie has found toddlers' group near her home
3. She decided to find out more about classes and provider, so she opened activity page.

'Often if it rains we are stuck for ideas and don't know what to do.'



Natalie can't decide which activity to choose. She feels stuck.



Natalie finds interesting classes for toddlers. Her mood improves significantly.

3

BOOK ATTRACTIONS

1. Natalie's data are saved, so she doesn't have to go through filling in form and fill-ing in payment process. This will save her from further frustrations.
2. After tapping 'book' she will be only asked for security question/code ect.

'I don't like payments and forms. It alwas irritates me. It takes time'



Natalie booked an activi-ty with one tap and 'type code' only. She is over the moon. She has a solution for rainy day.



Natalie starts plannig preparation.

4

PREPARE TO GO

1. If Natalie wants to know how to prepare for the outing and she missed 'everything to know' information on 'activity screen', she can open 'my bookings' from the menu feature. Then she can open booking ticket which has a link to activity screen.
2. She can read now about facilities, accessibility and all other information.

phase 4 Alternative 2

1. Go to home screen and find the activity on the home screen.

phase 4 Alternative 3

1. Go to history and find the activity in booking history

phase 4 Alternative 4

1. Search in search engine using key words

1

OPORTUNITY 1- WEATHER

1. Creating hourly weather updates system
2. Incorporating weather forecast function into a home screen

2

OPORTUNITY 2 - shortening booking time

1. Creating filters during signing up process,
2. Creating a form to fill in during signing up process
3. Creating payment/card details form during sign up

3

OPORTUNITY 3 - book activity

1. Creating weather related activities' lists.
2. Creating for each activity/attraction a page with essential information about activity and its provider, facilities info and 'book' button.
3. Creating booking confirmation ticket
4. Creating a 'search' feature
5. Adding booking history to the menu

1

SIGN UP

1. Fill in information about yourself and about children.
2. Fill in payment options - optional
3. Set filters:
 - Distance
 - Children's age
 - Booking reminders
 - Weather notifications
 - Weather filter on/off
 - Day preferences
 - Activate/Set location .

'Sometimes I feel isolated. I need to go out, meet people and they also can have fun'



Maria is feeling intrigued about new app. She is feeling hopeful.



Signing up process might be slightly daunting for her

2

EXPLORE A LIST OF PROPOSITIONS IN THE LOCAL AREA

1. Switch off the weather filter in the menu ('my filters') if it's not already off.
2. Swipe through activities and attractions on home page. These will have a distance information displayed as well.
3. Choose an activity and read information about it.
4. Optionally, book one (displayed activities will be suitable for 1 and 3, if age filter was set).

'Sometimes I use google maps, but it doesn't provide enough information'



she is starting to have a rough idea what is happening in her local area



Maria is reading and exploring local propositions. She is happy to know that there are few farms and parks nearby

3

PLAN DAY OUT

1. Tap heart on the favourite activities/ attractions/ parks/
2. Go to menu and find 'my favourite'
3. Print a list of favourites (Name, distance, address, times)

'I love to wander and explore. I would like to visit local parks and farms'



Maria printed a list of parks and farms and she is ready to go! She feels enlightened.

1

OPORTUNITY 1- Age filter

1. Creating age board where you can choose more than one age preferences
2. Create signing up form to fill in information about child (info for providers - allergies ect)
3. Setting child's b-day date on signing up form in order to create b-day algorithm for filters (when childs age changes).

2

OPORTUNITY 2 - drop down menu



- booking history
- bookings (booked attractions)
- filters
- favourites

3

OPORTUNITY - favourites

1. Adding heart icon on activity screen, Tapping on icon will place an activity on the list of favourites.

Maria

Stay at home mum of two



Age: 30
Ethnicity: Greek
Location: England, London
Education: University
Family Status: Married
Occupation: Graphic Designer on maternity leave



pragmatic



intellectual



social



creative



emotional

'Sometimes I feel isolated. I need to go out, meet people and they also can have fun.'

MOBILE/DESKTOP AND INTERNET USAGE



GOALS AND NEEDS

- planning outings in advance
85%
- help with organizing outings
75%
- information about discounts
35%
- information about distances
85%
- current weather information
45%

MOTIVATIONS

- To go out of the house and socialize with other mums.
- To keep her children entertained and happy.
- Not to stay at home with children when it's raining.
- To get to know new area

EVERY DAY ACTIVITIES

- Taking care of her two children.
- Taking care of her house, cooking and shopping
- Sometimes working on small projects as a free lancer.
- Attending English course.
- Going out for meals with her husband.

FRUSTRATIONS

- It's very difficult to fit outings into her children's routines.
- 'There is lots of searching in Internet before you find something interesting. It's very difficult to sit at the computer when you have two little boys around you.'
- It's frustrating if there is no parking spaces for mothers with children.

Arthur

Caring father of 5 year old Felicia



Age: 36
Ethnicity: English
Location: England, Birmingham
Education: Higher
Family Status: Divorced
Occupation: Engineer



pragmatic



intellectual



social



creative



emotional

'Distance is a huge factor for me. I would like to have a possibility to search for activities based on the distance from my location. I could also plan it at least two days in advance.'

MOBILE AND INTERNET USAGE



GOALS AND NEEDS

- planning outings in advance
- help with organizing weekends
- information about discounts
- information about distances
- current weather information

MOTIVATIONS

- To create good memories for his daughter.
- To make sure she has a good time with her father, so she will be looking forward to see him again.
- To create stimulating experiences for her, so she can learn and explore new things.

EVERY DAY ACTIVITIES

- Working full time as an engineer
- Actively spending weekends with his daughter.
- Investing money and time in his passion which are motorbikes.
- Shopping online
- Cooking nice meals with his girlfriend , trying new recipes from Internet.

FRUSTRATIONS

- Lack of ideas when it's raining
- Too much driving to interesting attractions
- Time consuming searching for attractions in Internet. He is very busy person.
- Arthur doesn't like adverts.

Natalie

Working mum of two



Age: 40
Ethnicity: Welsh
Location: Wales, Newport
Education: College
Family Status: Married
Occupation: Nurse, working part-time



pragmatic



intellectual



social



creative



emotional

'Weather is a huge factor for our activities as we like to spend time outdoors where ever possible. Often if it rains we are stuck for ideas and don't then do a lot.'

MOBILE/DESKTOP AND INTERNET USAGE



GOALS AND NEEDS

- planning outings in advance (85%)
- help with organizing outings (75%)
- information about discounts (60%)
- information about distances (15%)
- current weather information (90%)

MOTIVATIONS

- Her son Ethan will socialize with other children and will start communicating.
- Creating stimulating situations for her children.
- Keep her younger one busy during the week
- Not staying at home when it's raining.
-

EVERY DAY ACTIVITIES

- Taking care of her two children.
- Working part-time as a nurse
- Taking care of her house, cooking and shopping
- Taking part in school organizational initiatives like trips, discos, ect..
- School and nursery runs.

FRUSTRATIONS

- She is too tired to search for new attractions in Internet.
- It's very difficult to keep Ethan engaged. He gets bored easily. He needs constant stimulation with new places,
- She feels stuck with ideas if it's raining.
- Going to the same places might be boring.
- Some attractions might be too expensive to attend them every week.