

## Activity 4: User Experience UX Design Integration

In this project, we used an **empathy map** and a **customer journey map** to better understand how students feel, think and act when interacting with MyLumis across different touchpoints. These methods, described by Nielsen Norman Group as core UX mapping tools, helped us capture users' emotions, pain points and needs in a structured way and translate them into clearer design decisions as supported by (Gibbons, 2017).

### Customer Journey Map:

User Journey Map							
Scenario: Insert scenario							
Actions	Open MyLumis App	Select "Bookings"	Views the List of Rooms (Cinema, Lounge, Study Rooms, etc.)	Opens the Cinema Room Booking Calendar	Checks Availability of Time Slots (8pm-12am)	Selects the Two Available Slots	Confirms Booking & Receives Confirmation
The actions it takes to complete scenario							
Tasks	<ul style="list-style-type: none"> <li>Open app</li> <li>Arrive on home screen</li> </ul>	<ul style="list-style-type: none"> <li>Tap "Bookings"</li> <li>View room options</li> </ul>	<ul style="list-style-type: none"> <li>Identify Cinema Room from the list</li> <li>Tap the correct room</li> </ul>	<ul style="list-style-type: none"> <li>Calendar loads</li> <li>Sees all time slots for the day</li> </ul>	<ul style="list-style-type: none"> <li>Scroll to evening time</li> <li>Look for 8-10pm and 10pm-12am availability</li> <li>Compare booked vs. free slots</li> </ul>	<ul style="list-style-type: none"> <li>Tap 8-10pm</li> <li>Tap 10-12pm</li> <li>Ensure both appear selected</li> </ul>	<ul style="list-style-type: none"> <li>Review selected slots</li> <li>Press "Confirm Booking"</li> <li>See confirmation popup</li> <li>Slots become locked for other residents</li> </ul>
Feelings							
Pain Points	<p>What's not working well? What causes friction?</p> <p>How many people does this affect? On a scale of 1-10, how bad is this pain?</p> <p>Is there an opportunity if we connect this pain?</p> <p>What are new ways to serve this person?</p>						
Opportunities	<p>How might we address these pain points? How big is the opportunity if we connect this pain?</p> <p>What are new ways to serve this person?</p>						



## Empathy Mapping:

