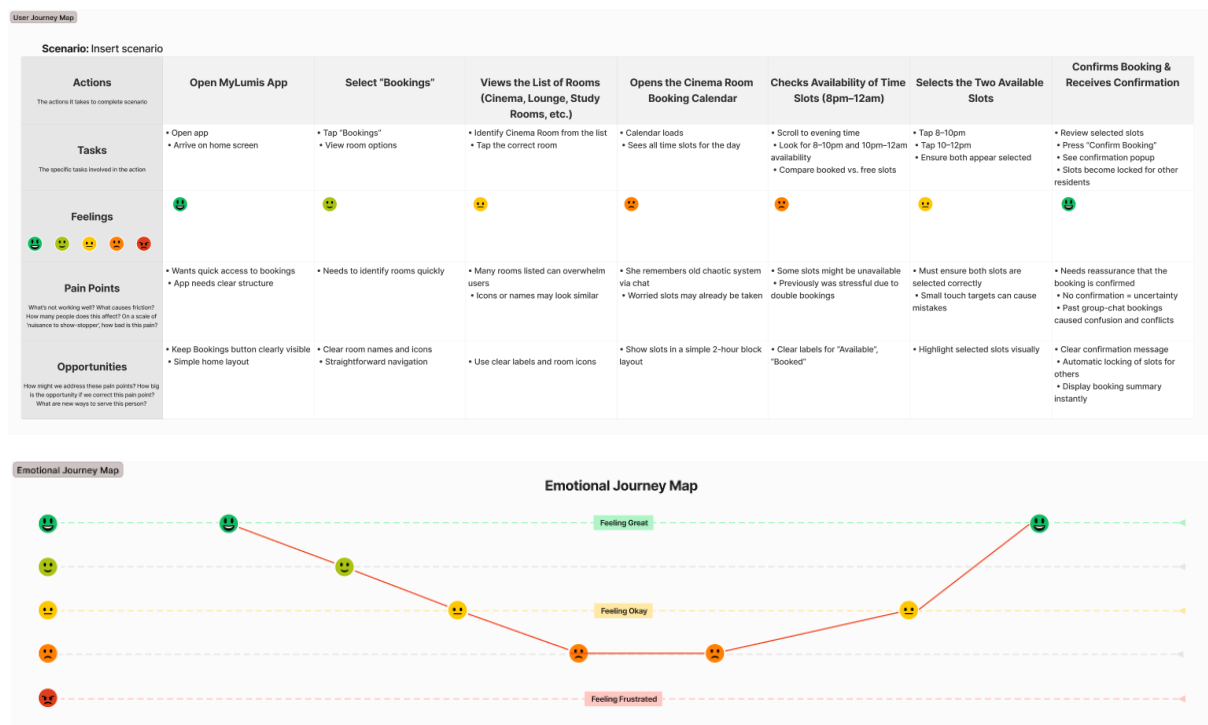


## Activity 4: User Experience UX Design Integration

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:



## Empathy Mapping:

