

User Journey Map: Title



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- Female
- University Professor
- 30
- Temuco - Chile

Scenario

Adapt to new technologies to use in their classes

Expectations

- Learn to use something new.
- Get additional help.
- Feel fulfilled.

STAGES

First step



Using the app for the first time



Inexperience with technology



A second chance



Experienced



STEPS

Enter the application

Know the application

Find a problem

use the app again

User steps

THINKING

- Doubts about the application.
- low expectations.

- He is curious about what he can do.
- She feels anxious, because she wants to learn how to use the app.

- It feels clumsy because you don't know how to use the app.

- She feels a bit unmotivated.
- She has no expectations.
- She wants to overcome an obstacle.

- the user learned how to use the application.

DOING

- makes use of something new.

- Researching how to use the app

- Close the application

- Interact with the application.
- Discover simpler functionalities.

- Interact with the functionalities.
- Use the application as extra material for your classes.

PAIN POINTS

- First time using the app.

- Not knowing the scope of the application

- Not familiar with new technologies.
- Feeling stupid for not being able to use the app.

- The user is not very interested in the application.

- The user is satisfied.

FEELING



OPPORTUNITIES

- Since it is only the first time the user enters the application, it is not possible to identify problems.

- Tiene que ser fácil de usar para nuevos usuarios.

- Please note that not all users are tech savvy

- Help the user learn about the application.