

# 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	<ul style="list-style-type: none"><li>• Doubts about the application.</li><li>• Low expectations.</li></ul>	<ul style="list-style-type: none"><li>• He is curious about what he can do.</li><li>• She feels anxious, because she wants to learn how to use the app.</li></ul>	<ul style="list-style-type: none"><li>• It feels clumsy because you don't know how to use the app.</li></ul>	<ul style="list-style-type: none"><li>• She feels a bit unmotivated.</li><li>• She has no expectations.</li><li>• She wants to overcome an obstacle.</li></ul>	<ul style="list-style-type: none"><li>• The user learned how to use the application.</li></ul>
DOING	<ul style="list-style-type: none"><li>• Makes use of something new.</li></ul>	<ul style="list-style-type: none"><li>• Researching how to use the app</li></ul>	<ul style="list-style-type: none"><li>• Close the application</li></ul>	<ul style="list-style-type: none"><li>• Interact with the application.</li><li>• Discover simpler functionalities.</li></ul>	<ul style="list-style-type: none"><li>• Interact with the functionalities.</li><li>• Use the application as extra material for your classes.</li></ul>
PAIN POINTS	<ul style="list-style-type: none"><li>• First time using the app.</li></ul>	<ul style="list-style-type: none"><li>• Not knowing the scope of the application</li></ul>	<ul style="list-style-type: none"><li>• Not familiar with new technologies.</li><li>• Feeling stupid for not being able to use the app.</li></ul>	<ul style="list-style-type: none"><li>• The user is not very interested in the application.</li></ul>	<ul style="list-style-type: none"><li>• The user is satisfied.</li></ul>
FEELING		 	 	 	 
OPPORTUNITIES	<ul style="list-style-type: none"><li>• Since it is only the first time the user enters the application, it is not possible to identify problems.</li></ul>	<ul style="list-style-type: none"><li>• It has to be easy to use for new users.</li></ul>	<ul style="list-style-type: none"><li>• Please note that not all users are tech savvy</li></ul>	<ul style="list-style-type: none"><li>• Help the user learn about the application.</li></ul>	