



2.5 User Journey Maps

Understanding the User

The Vela App

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Allie Sunking

24, single, nanny

Scenario

Allie is planning a day at the beach this weekend with some friends and cousins.

Goals

She hopes to find a good beach nearby that has good weather and fun activities for the weekend.

Phases

Search Beaches

Monitor Weather

Choose Beach

Tasks

- Open the Vela App
- Search nearby beaches
- Create a list of your favorite beaches
- Monitor weather forecast
- Check radar for rain and sun days before
- Compare forecasts between beaches
- After comparing several beaches, picks the one with the best weather and activities

Thoughts

“

I hope there's a good beach nearby that will be fun for everyone...

“

Gee, I hope the weather holds up and is a great day for this weekend...

“

Awesome...so far so good and looks like we've got a good beach...

Emotional Experience

Happy and excited to plan a beach day this weekend

Stressed/anxious weather may not hold up

Excited/feeling accomplished for a fun beach day

Opportunities

- Enable users to create a Favorites list
- Include people reviews
- In excess of weather, include activity/nearby details of beaches
- Show radar and weather forecast
- Show Google map and location
- Enable live video streaming of beaches
- Create an easy way to share beach and location
- Create section for users to add reviews



Bryan Velo

19, single, student

Scenario

Bryan is wanting to catch some waves after his classes today and to try out his new surfboard.

Goals

Bryan hopes to go to a nearby beach that has some good waves and other surfers he can hang with.

Phases

Search Beaches

Check Waves/Weather

Choose Beach

Tasks

- Open the Vela App
- Search nearby beaches
- Look at his Favorites list
- Checks social media
- Checks forecast and wave swell, etc
- Compares beaches
- Checks video streams
- After comparing several beaches, picks one that has good waves for the day

Thoughts

“

I hope I can catch some good waves for a few hours after class today...

“

I'm wondering which beach has the best waves to ride today...

“

Nice, I'm excited I can go catch some waves today...

Emotional Experience

Excited/hopeful to hit the beach ride his new surfboard

Feeling confident in finding a good beach

Excited and ready to ride some waves

Opportunities

- Enable social media and a review/comments part
- Show Google map and location
- Provide other details about beaches
- Show radar and weather forecast
- Enable live video streaming of beaches
- Enable easy access to Google maps and location
- Allow data to be saved offline