

UX IMMERSION EXERCISE 2.5

Mental Models And User Journeys

By: Minal Bombatkar



Maya Patel

AGE 36
JOB TITLE Home maker
STATUS Married
LOCATION Seattle, WA

Secenario

Maya wants to search for a suitable Yoga expert for learning the postnatal yoga.

Goal

Her goal is to reduce postnatal fats and weight by following the specialised yoga expert.

Phases

Search the yoga expert

Apply the search filters

Finalise the yoga expert

Tasks

Open the yoga expert App
Click in the search option
look for a suitable yoga expert

For better result, hits the filter option in the app
Type keyword and apply to sort the list
look into the filter lists of yoga experts

After comparing several yoga experts, picks one that will suitable for her and fulfil her need

Thoughts

"It is very difficult to manage the travel to a yoga class with a 6-month baby. I need the yoga teacher who comes to my place and teaches me yoga."

"I like to learn yoga from an expert who has specialized in Prenatal and postnatal yoga. But it is hard to find near my place."

"While selecting my yoga expert, I prefer to check experience, reviews and feedback also the fees for the consultation."

Emotional Experience



Opportunities

Add the list to the search options in the app, that can be added and customised as per requirements.

Create profile pages for each expert that enlist with their experience, Doctors recommendation, languages they speak, and rating and feedback received from

Create an easy way for search experts with all possible filters.
Crate easy solutions to maintain booking and allows



Asiayam Che

AGE 28
JOB TITLE HR Manager
STATUS Married
LOCATION London

Secenario

I want to learn prenatal yoga from worlds best yoga expert this would be done through live video calling and I would like to play for the predefined package for each trimester of pregnancy.

Goal

I want to learn prenatal yoga from worlds best yoga expert instead of a local town yoga teacher.

Phases

Book the yoga expert

Make payment

Get live consultation from yoga expert

Tasks

Open the yoga expert App finalised a suitable yoga expert, Click on Book option to make it.

For booking confirmation, make payment as per charges of the yoga expert. Choose a debit card or internet banking Fill the credentials

As per booking scheduled, hit the video option in the app, do the video call with yoga expert, learn the yoga through video call and end call when finish.

Thoughts

"Not many options are available locally to select the yoga expert, with this expert app, I will able to choose my yoga expert from the list of many yoga experts"

"I likes to pay for predefined packages instated of playing for each minute."

"With the live video calling option, it is easy to reach out to the specialised yoga expert as per my requirement. It will be easy to manage professional timing without any compromised."

Emotional Experience



Opportunities

Create a Booking option at the end of each expert profile in the app.

Create Payment detail page with multiple options such as Pay by debit card, Credit card, or with Internet banking.

Create an easy way for a video calling with the experts and users and make it as user-friendly as possible.



Monika Muller

AGE 38
JOB TITLE Yoga Teacher
STATUS Married
LOCATION Berlin, Germany

Secenario

Monika wants to easily manage the client's meetings with her scheduled.

Goal

She wants to reach out to the clients without travelling and need better solutions for maintaining her bookings and admin works

Phases

Maintain the client's bookings with her schedule

Update date and time of availability

Get a notification for users booking

Tasks

Goto app and fill the information of her availability in every month's calendar in advance

If she wants to change in her availability, she needs to update her calendar information according to the situations, so that users would know it.

She can see the notifications if the users booked her with all the details like date, time, user name, their requirements...etc

Thoughts

"For reaching out to clients, If I do not need to travel then it will save a lot of time and money"

"If all my scheduled are planned in advance and I would able to edit as per situation then it will be great for managing the scheduled."

"When I will get notified automatically for an upcoming meeting with clients then I will get relief from manual admin works"

Emotional Experience



Opportunities

Add the calendar and time sections in the app, so that Monika can maintain her schedule.

Create profile pages for an expert that will allow her to update her information like newly added experience, achievements and Availability

Create an easy way for maintaining the expert's profile and schedule, they will get notified with an upcoming meeting with clients.