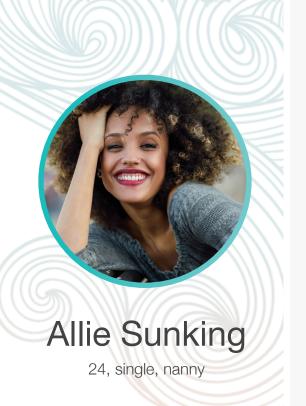


# 2.5 User Journey Maps

Understanding the User

The Vela App

By Kristen Pairitz



## 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**

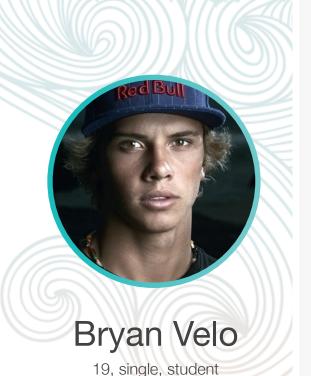
Happy and excited to plan a beach day this weekend

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



## Scenario

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

## 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

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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