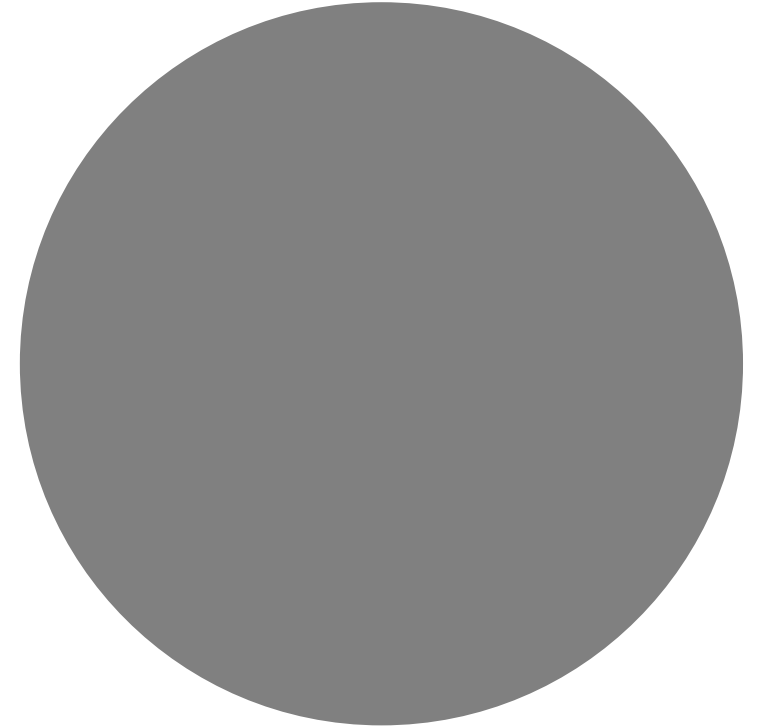


Task 2.5: Mental Models & User Journeys

By: T'Andra White





LUCY

Demographics

28, single
Chicago Illinois
Graphic Designer
Eclectic sense of style

Scenario

Lucy has lived in her new apartment for 8 months and wants to design her living room. Her goal is to work with an affordable designer to create a space that reflects her artistic style.

Phases	1 Find an Expert	2 Book Sessions	3 Chat with Expert
Tasks	<ul style="list-style-type: none">Search for/Download home design appBrowse Expert designers	<ul style="list-style-type: none">Select DesignerSchedule a video chat according to availability	<ul style="list-style-type: none">Have video callRecord Session/take notesChoose to continue working with expert if desired.
Thoughts	“ Oh gosh this is going to cost me a fortune! Let’s just look and see what I can do.”	“Well talking couldn’t hurt, let me see what this expert has to say.”	“ Wow I learned a lot! I really think this expert can guide me to the creating the living room I want. ”
Emotional Journey	<p>Pessimistic and Nervous</p>	<p>Skeptical but Excited</p>	<p>Excited and Hopeful</p>
Opportunities	<ul style="list-style-type: none">Create compelling app that’s both visually exciting and simple to use.Include tagline that captures the function of app.	<ul style="list-style-type: none">Present expert’s photo and brief description of specialty/experience.Display customer reviews of each expert.Include filter feature to narrow options.	<ul style="list-style-type: none">Allow Lucy to leave ratingEnable recordings of video calls for later review.



COLLEEN

Demographics

34, Married with toddler
Emeryville California
Executive Assistant
Modern Industrial Style

Scenario

Colleen wants to chat with a design specialist on how she can redesign her home in a way that both her husband and her can agree upon. She wants an expert that knows how to design her home with the safety of her 3 child in mind (child proofing, low shelves etc.)

Phases	1 Find an Expert	2 Book Session	3 Chat with Expert
Tasks	<ul style="list-style-type: none">Search for & download appBrowse expert designers	<ul style="list-style-type: none">Select and contact up to 5 expertsBook call according to availability	<ul style="list-style-type: none">Chat with expert via video callPay expert for sessionLeave Rating and Review
Thoughts	“My family and I are unique. I want an expert to help design a home my family will love.”	“Let me see what’s out there. Surely someone should be able to help me out.”	“I think the expert I chose really gets me, this could really work!”
Emotional Journey	Skeptical but curious 	Wary but excited 	Excited and hopeful
Opportunities	<ul style="list-style-type: none">Allow Colleen to enter descriptions or questions to match with experts.Include Availability, background and experience of experts.	<ul style="list-style-type: none">Enable Colleen to write short messages to selected experts.Allow Colleen to favorite their searched experts.	<ul style="list-style-type: none">Include ability to rate experts and leave reviewsAllow Colleen or the expert to flag call for inappropriate conduct.