USER JOURNEY MAP VELA

Scott

DEMOGRAPHICS
Age: 29
Location: London, UK
Job: Social Worker
Status: Single

SCENARIO
Scott is about to book some time off from work and plan his next holiday. He wants to discover a new location that will allow him to enjoy surfing or learn a new water sport.

PHASE	Decide on the next holiday destination.	After arriving search for surfing schools within a chosen radius.	Check for general weather conditions after waking up.	Go surfing
TASKS	• Search the Internet for accessible and affordable surfing locations. • Note down a few locations. • Check for historical weather data of selected locations. • Read online opinions about selected location and different beaches.	• Online search for schools / instructors and beaches. • Save selected schools, calling or messaging them to ask for course spaces / advice. • Select the school / make appointments. • Search for additional information about each location ie. rocks, nearby amenities.	• App / Google search for weather conditions in selected location. • Select a beach.	• Go to the location and examine the conditions in real life. • Borrow the equipment from a local school. • Go surfing.
THOUGHTS	"I spend a lot of time researching the perfect destinations with good waves"	"I feel more confident on the water when I can ask get advice from someone more experienced"	"Weather is unpredictable and can change very quickly. It's sometimes difficult to understand the weather data."	"It's important to know how to read the conditions in real life."
EMOTIONS	Excited	Indifferent	Frustrated	Excited
OPPORTUNITIES	• Search and view historical weather data. • Search for popular locations. • Reviews & opinions from users.	• Schools view on the map. • Extra local tips for example: location perfect for beginners / advances surfers.	• Presenting weather data in a simple way. • Allowing users to learn what different data really means.	• Saving favourite locations.

USER JOURNEY MAP VELA

Alex

DEMOGRAPHICS
Age: 33
Location: Venice, Florida
Job: Software Engeneer
Status: Engaged

SCENARIO
Alex has busy day at work but might be able to spend some time on the water in the evening. Her time is limited to she's looking for quick and reliable forecast to plan her activity.

PHASE	Check general conditions.	Select a few potential sites.	Narrow down the selection.	Head to the location.
TASKS	• Wake up and check the overall forecast for day. • Check hourly forecast for later in the day.	• Check a few surfing spots for the following info: swell size & direction, wind speed & direction, second swell, tide times. • Select a few promising locations. • Pack the equipment.	• While at work, check the conditions again. • Narrow down the selection of potential surfing spots.	• Check the app / website to get the up to date weather conditions. • Head to three different locations and examining the conditions in real life. • Select the location and enjoy surfing.
THOUGHTS	"Different water sports require different conditions. Not everyday is good for surfing"	"There are so many factors to be considered when selecting the perfect surfing spot"	"Ocean is unpredictable and conditions can change within minutes!"	"It's better to check several spots to see where the conditions are best. This is part of the adventure"
EMOTIONS	Hopeful	Indifferent	Excited	Very excited
OPPORTUNITIES	• General weather conditions screen.	• Surfing spots rating based on selected factors allowing the user to easily identify sites with great conditions.	• Set reminders and live updated about weather conditions.	• Saving favourite locations.