



JORNADA DE USUÁRIO

Prof. Dr. Leonardo Souza de
Lima



JORNADA DE USUÁRIO

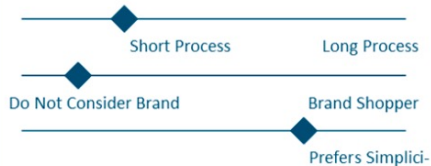
Ferramenta para identificar todos os pontos de contato de um usuário ao realizar uma atividade.

Young Families Segment



The **Young Families Segment** is primarily made up of 25-35-year-olds with 1 or 2 children. With their busy lives, they rely heavily on the Internet to do their research, whether through their computer, tablets, or smartphones. They primarily talk to friends and family (especially other young parents) to make decisions.

Access to their children's pediatrician is the make-or-break criterion for a health plan. Once that is known, premium and wellness options are also important, as are an easy-to-use website.



"I would have liked Frequently Asked Questions or would like to talk to an online person. I'm not a paper person so did everything online." – Young Families Customer

"The only problem is there are so many choices. I'm not sure if that makes it easy or hard. It was overwhelming - difficult because there is a lot to think about and I felt it was hard to figure out what was best." - Young Families Non-Customer

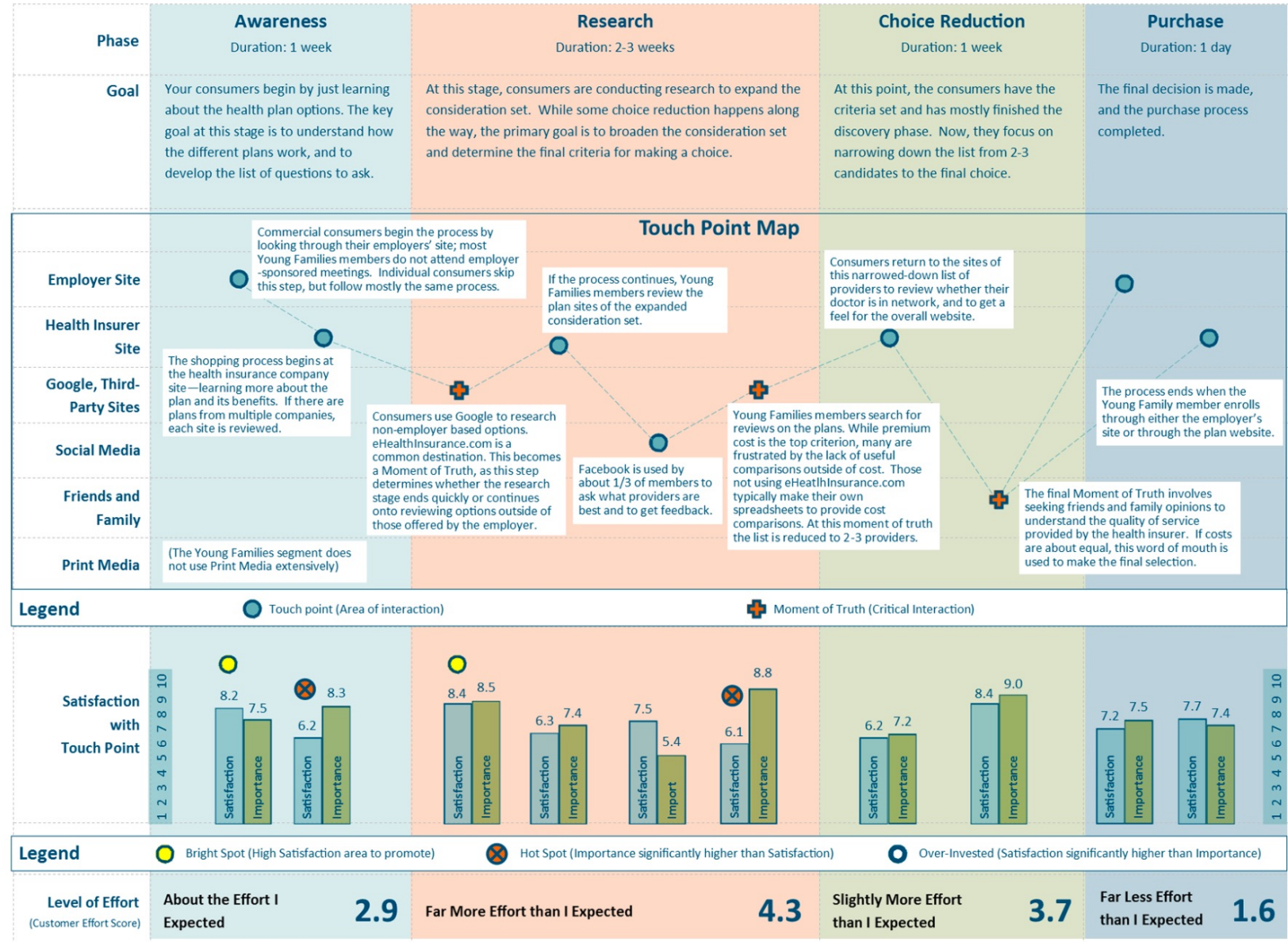
Create your own Customer Experience Journey Map



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Health Insurance Purchase Journey Map



JORNADA DE USUÁRIO

Atividades podem ser analisadas como se fosse uma jornada: um trajeto que o usuário segue para realizar algo, passo a passo.

Apresenta detalhes das expectativas, emoções, sofrimentos e realizações do usuário.





PARA QUE SERVE?

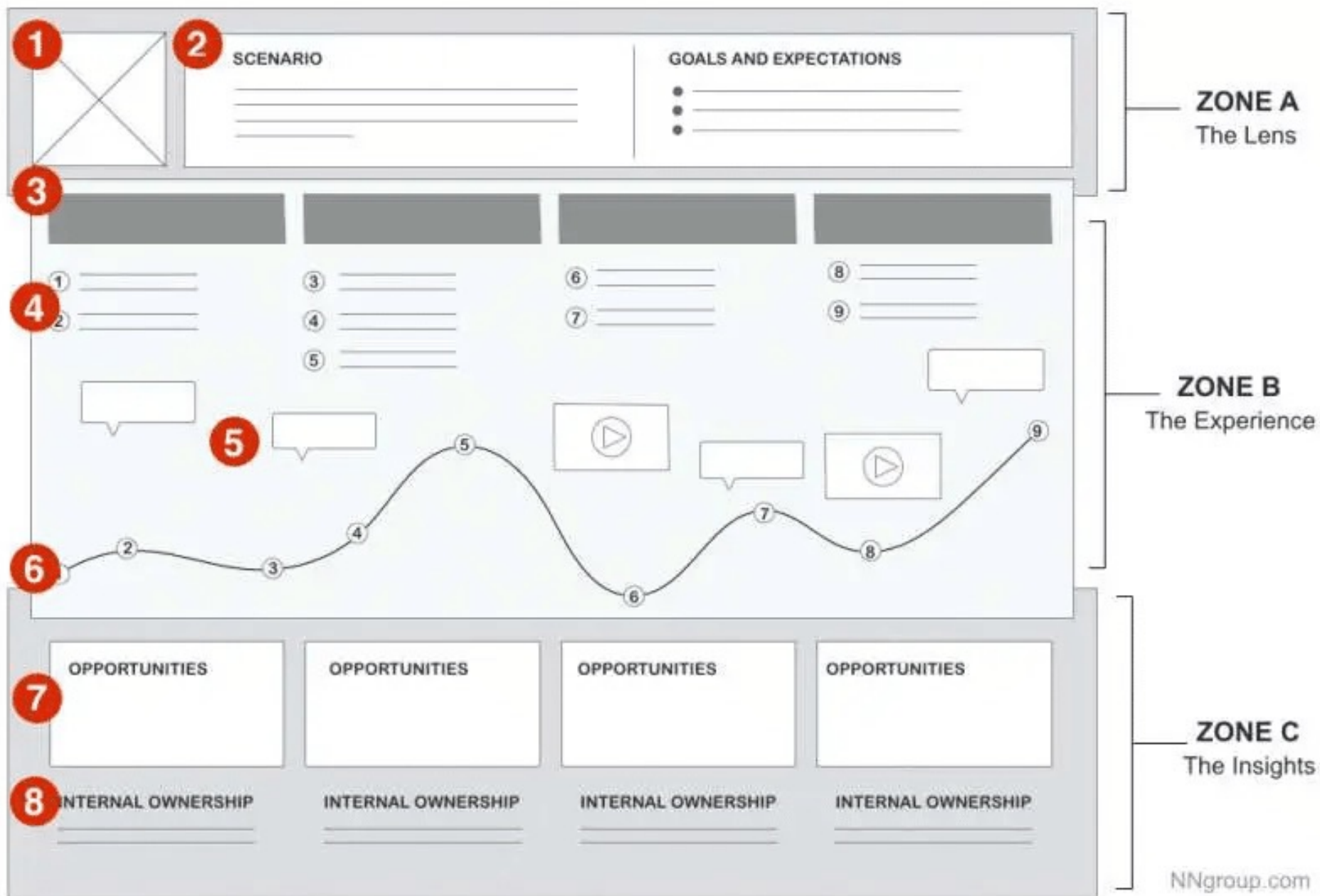
A jornada permite visualizar como está a interação do usuário em todos os pontos de contato com um produto ou um serviço.

Muito importante para produtos estruturados como sistemas. A falha em um nó dessa jornada pode comprometer a experiência como um todo.

ESTRUTURA DE UMA JORNADA DE USUÁRIO

Geralmente o mapa terá essa estrutura:

1. Linha horizontal superior com os passos do usuário antes durante e depois da atividade;
2. Coluna vertical com os canais e pontos de contato;
3. Linha horizontal inferior que representa as emoções do usuário;
4. Oportunidades de melhorias;



(1) Persona
(2) Cenário

(3) Fases da Jornada
(4) Ações
(5) Pensamentos
(6) Sentimentos

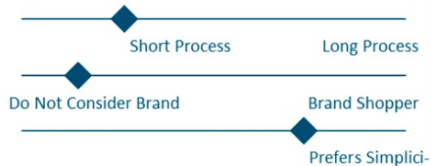
(7) Oportunidades
(8) Responsáveis

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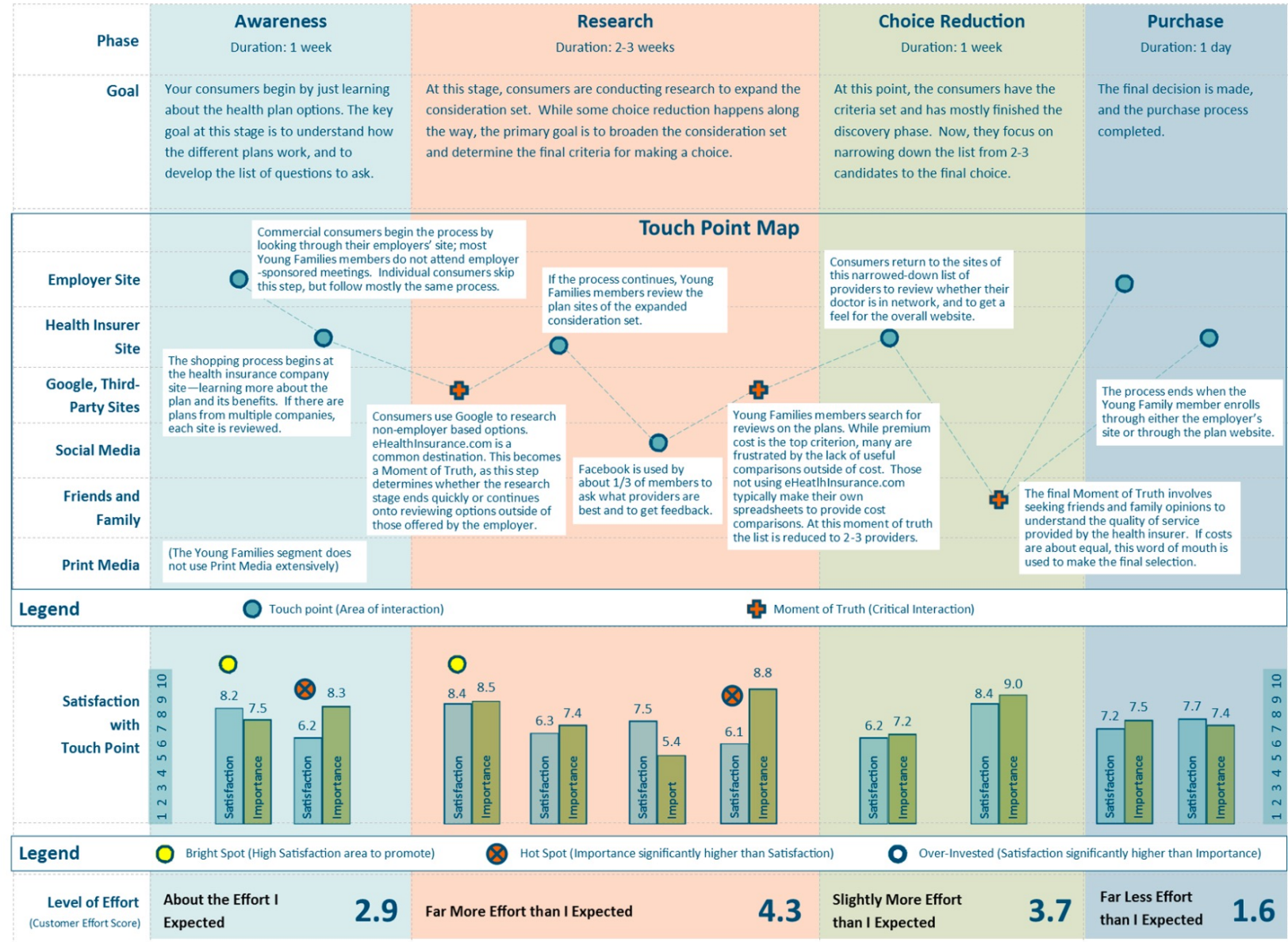
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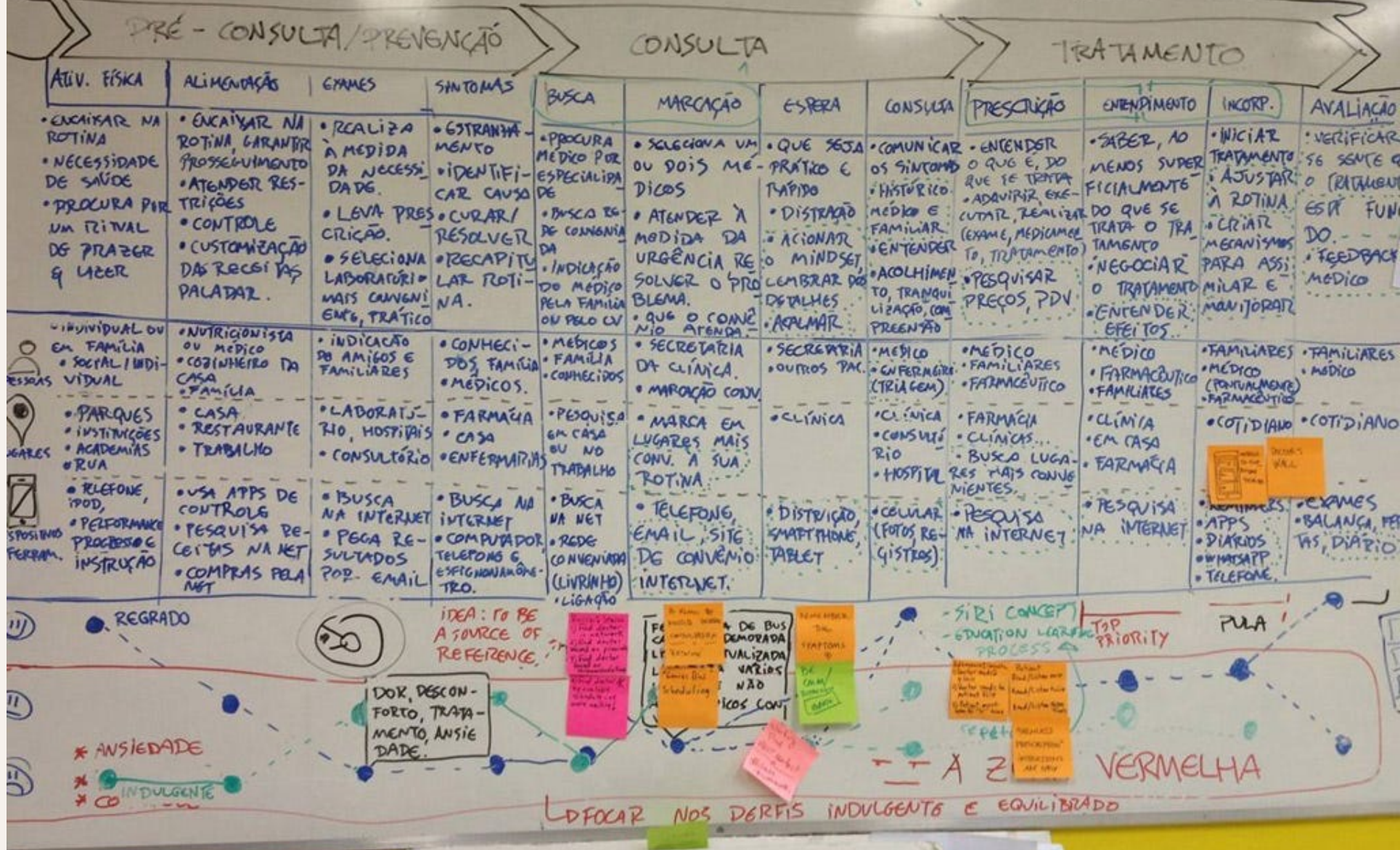
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Health Insurance Purchase Journey Map



MAPA DA EXPERIÊNCIA (paciente)





Jessica Silva
actress
27 years old
Female

Situation

Jessica will meet some friends later. She has free time now, so she decided to access Wikipedia and learn a new fun fact to entertain her friends.

Goals

- To learn something fun
- To learn more about something she likes

Access Wikipedia

- 1) Site opens fast.

Choose Language

- 2) Finds her language easy.

Reads "Did You Know..." Section

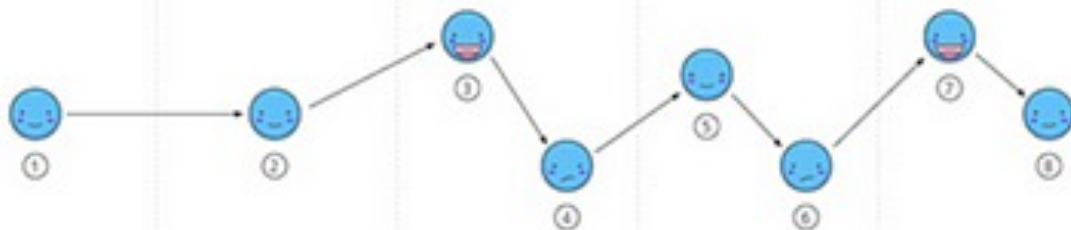
- 3) Finds something that intrigues her and gets excited.
- 4) Wishes she could explore it and gets a little frustrated.

Reads an Article

- 5) Reads the first part of the article and feels satisfied.
- 6) Wishes she could highlight and comment a sentence like Medium.

Shares New Fun Fact with Friends

- 7) Uses the new fun fact at a friends gathering to start a new topic and feels great.
- 8) Thinks about going to Wikipedia again when bored.



Opportunities

- Implement a voting system like Reddit.
- New Highlight at home page: "Top Fun Fact of the Week".

Opportunities

- Use the highlight/comment tool of medium to make the articles more interactive.
- How would people use this tool in the Wikipedia environment?
- Do we want the articles to be more interactive?

Opportunities

- Web App: One Page App: One Page App that show a random "Did you know..." to the user every time he taps it. The user can be redirected to the full article if he wants to read more.

USER JOURNEY



Maria Smith
journalist
35 years old
Female

Situation

Maria has a deadline to write an article about climate change. She needs to find reliable sources quickly.

Goals

- To find credible sources for her article.
- To understand the impact of climate change on the environment.



Maria Smith
journalist
35 years old
Female

Situation

Maria has a deadline to write an article about climate change. She needs to find reliable sources quickly.

Goals

- To find credible sources for her article.
- To understand the impact of climate change on the environment.



Maria Smith
journalist
35 years old
Female

Situation

Maria has a deadline to write an article about climate change. She needs to find reliable sources quickly.

Goals

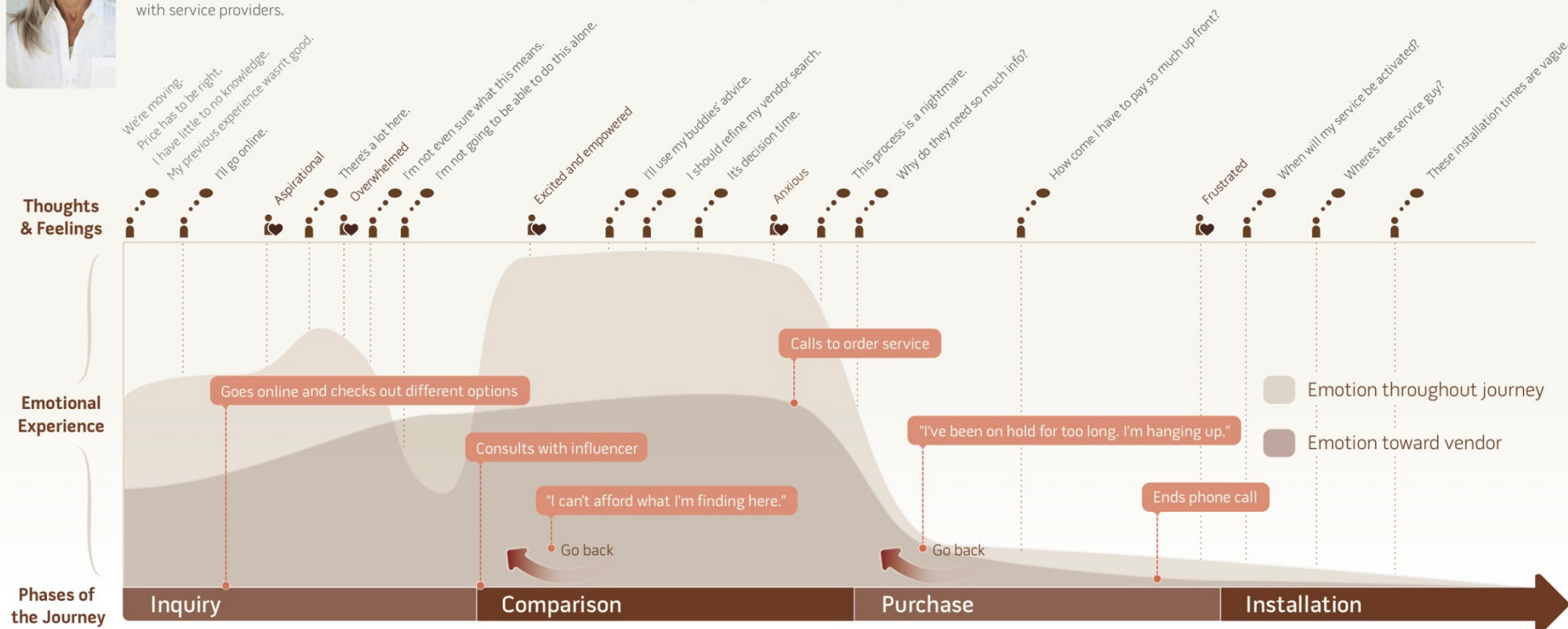
- To find credible sources for her article.
- To understand the impact of climate change on the environment.





Sarah's Broadband Provider Journey

Sarah is moving her family of three. She knows she's going to need phone and Internet service. The effective and contextual factors that will affect Sarah's choice in broadband vendors are price, and her existing knowledge of and previous experience with service providers.



Description

The Inquiry phase features the reasons people are shopping around for new service. These are usually related to moving and relocation, an upgrade to existing service or hunting down new deals. Moving is the biggest reason.

Recommendations

Design homepages with separate, targeted call-out areas lying above the fold, tailored for residential and tech-savvy customers. Internal product areas should include basic plain-English product descriptions and large price points with a clear call to action. Bullet points should include keywords that summarize options and features typically found in product datasheets.

Description

The potential customer comes into the Comparison phase usually armed with the right info and tech jargon and is looking for the lowest cost. Customers tend to be brand agnostic. If they can't find the right price or the right services, they may leave and go back to Inquiry.

Recommendations

Use IP location services to geo-locate customers – removing the current service address roadblock. This allows users to configure services before adding them to the cart and reflects bundled price discounts in a clear and obvious manner.

Description

The Purchase phase involves the provider requiring quite a bit of personal info. The order flow tends to be complex, and the process can be all over the map. There is a sense of delayed gratification – waiting on service installation and activation.

Recommendations

Reduce the amount of information required by streamlining and improving any areas that contain form fields, using industry best practices. Work on setting expectations for the Installation phase with phone customer service reps to improve the overall experience with your brand.

Description

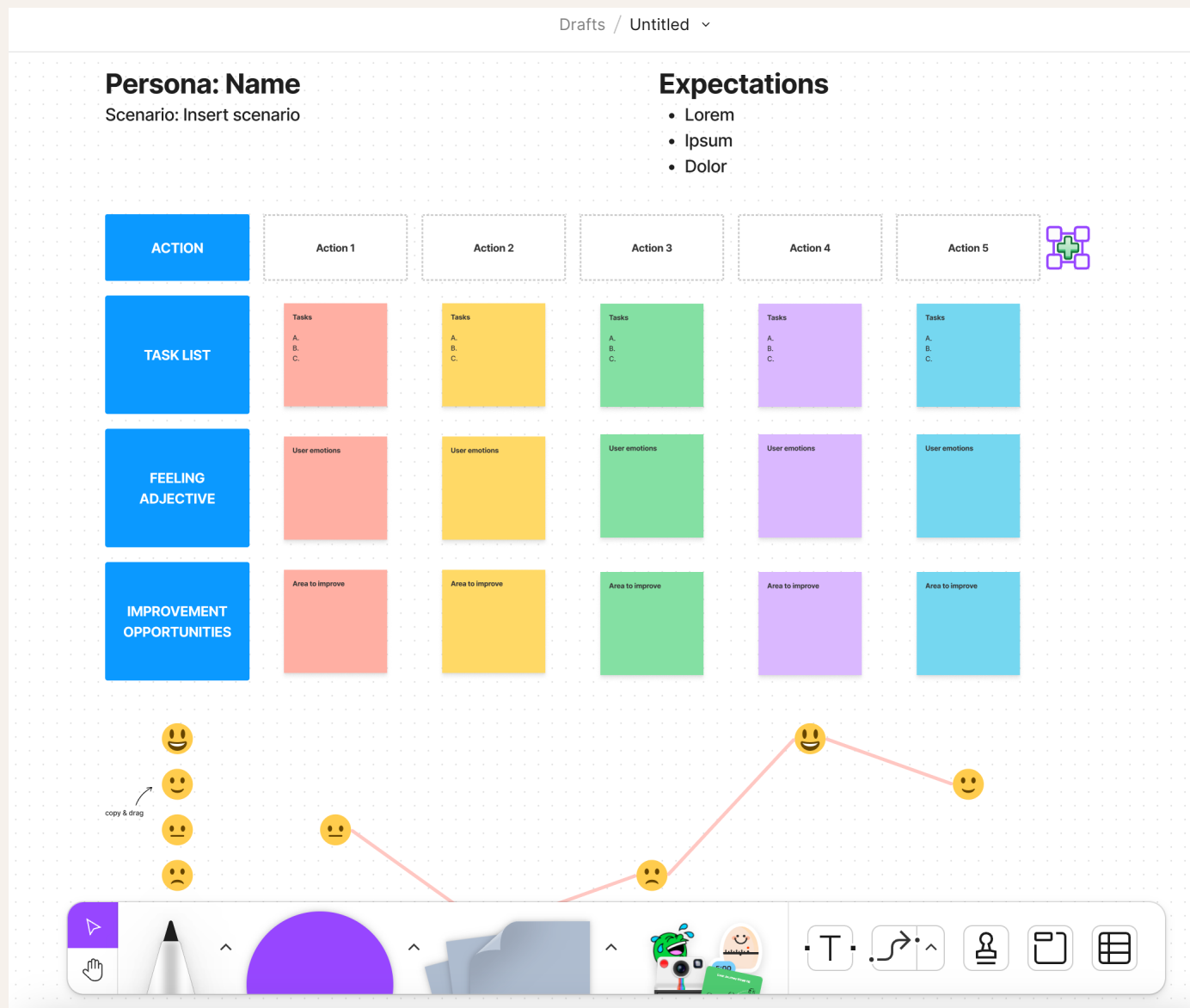
The Installation phase is the handoff from customer service to the installer. There are usually scheduling conflicts among all parties involved. This phase can be somewhat painful for the customer in dealing with the installer.

Recommendations

Many factors converge to make this phase of the customer journey unpleasant. Providing accurate arrival times, courteous technicians and clear instruction materials during Installation can help alleviate the negative experience in this phase. Also, consider having leave-behind customer comment cards so customers feel empowered to give feedback into the process.

CRIE UM MAPA DE JORNADA DE USUÁRIO

Sugestão: Template Figma ou Miro



ETAPAS RELEVANTES AO NOSSO PROCESSO

Para nosso problema específico, podemos partir destas fases:

1. Conhecimento
2. Consideração
3. Experimentação da interface
4. Compra/venda
5. Retirada/entrega
6. Divulgação

