

Evan Tilley

elt2141

User Journey Map – Mushroom Website

Person Interviewed: Gina Tilley. Pronoun: F

User description: Gina Tilley has, in the past, gathered edible mushrooms and lives nearby many mushrooms. She may want to refresh her knowledge concerning a certain species of mushroom and thus may want a detailed mycological website.

Goal	Searching for Resources	Ideal Website	Assess My Learning	What to do with new knowledge
<ul style="list-style-type: none">Learn about newBrush up on facts about old mushroomsEnsure mushrooms I'm eating are safe to eat	<ul style="list-style-type: none">Google!EncyclopediaeFriends	<ul style="list-style-type: none">Colorful!Interactive, user can click on each mushroomAnimated MushroomsClear user interfaceEdibility of each mushroomAccurate photos	<ul style="list-style-type: none">Match mushroom picture to descriptionRecall edibility of different mushroomsClick on the correct mushroom!	<ul style="list-style-type: none">Make a dish with a mushroom that I haveRecognize more mushrooms that I seeMaybe think about hunting mushrooms again

red line = emotional highs and lows

Insights and Surprises

This user journey was useful because it let me analyze the needs of a typical user visiting the Mushroom website. I was able to gain insight into what a user wants from the website – including interaction with mushrooms and information desired about the mushrooms (like edibility and species). I was most surprised that the user suggested the idea of matching mushroom pictures to a description because I thought this was a very effective way to recognize mushrooms and would be useful in real life. This feature will be implemented in the prototype.