

Activity 4: User Experience Design

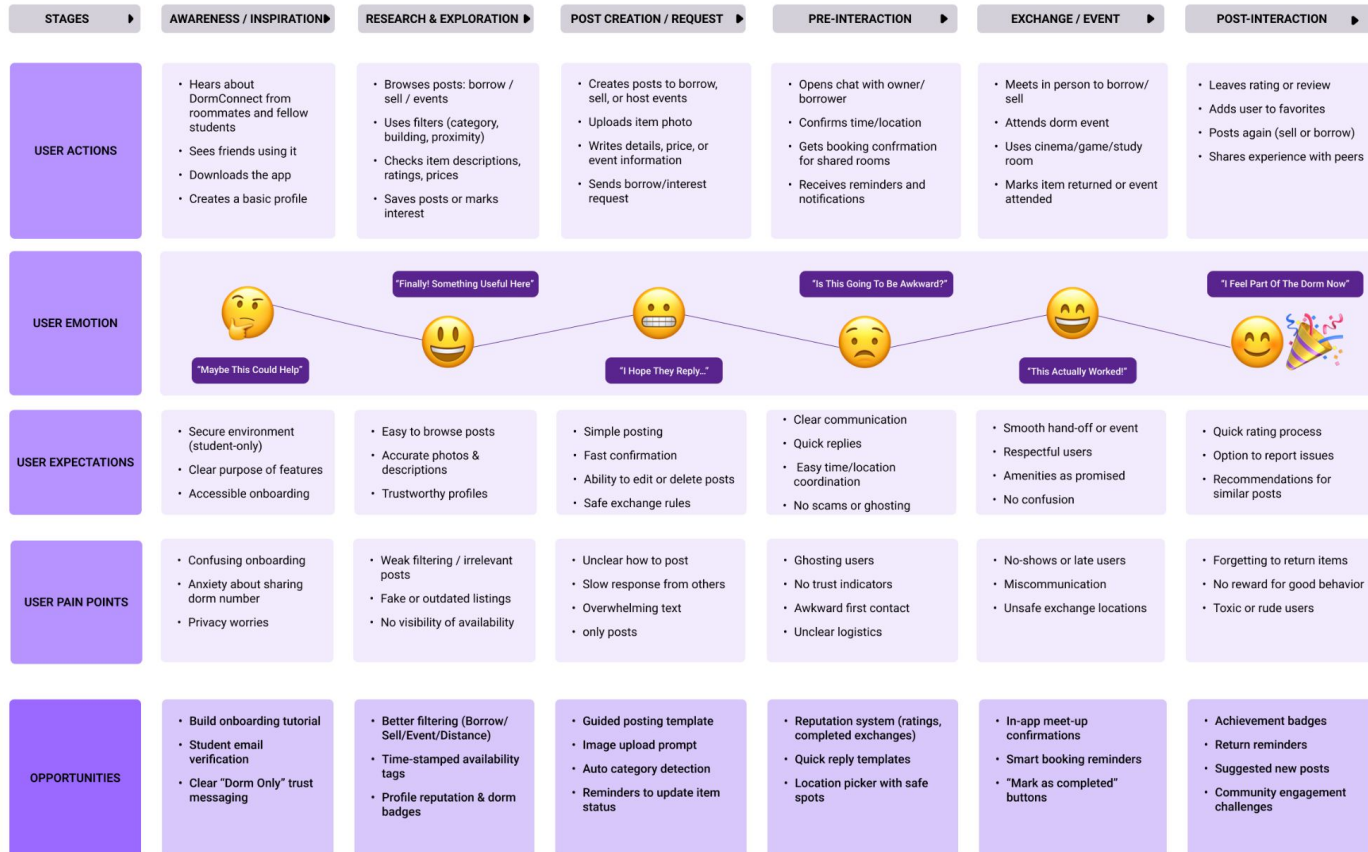


Introduction

A customer journey map is a visualization tool used to capture a user's experience with a product or service from beginning to end (Hayes and Downie, 2024). It reflects the user's thoughts, feelings, actions at every step. Customer journey maps are known alternatively as “moment of truth” maps that ensure customer needs are met by looking at the design from the outside in (Temkin, 2010).



The Customer Journey Map



Overall Journey Experience

The DormConnect user journey reveals a peer-to-peer marketplace experience. The journey covers six stages, progressing gradually from initial awareness to post-interaction engagement. The emotional trajectory reflects strict fluctuations, starting with cautious optimism, dipping to trust concerns during interaction stage, but ending with satisfaction when the experience meets the expectations.



References

- Temkin, B.D., 2010. Mapping the customer journey. *Forrester Research*, 3, p.20.
- Hayes, M. and Downie, A. (2024). *Customer journey map*. [online] Ibm.com. Available at: <https://www.ibm.com/think/topics/customer-journey-map> [Accessed 12 Dec. 2025].

