User Journey Maps

SCENARIO

Monika discovered a YouTube post that she personally finds very helpful. Since she thinks the content might also help other patients, she wants to share it.

GOALS

To help others with her knowledge, to get motivation by receiving thanks for her tip and to get in touch with other like-minded people.



	[Check profile]	Submit proposal	Receive feedback	Get in touch	Receive requests
Tasks	 Login on Dashboard Go to "Profile" Check what should be shown to other patients (nickname, age, city etc.) Save 	 Go to "Community" Go to "Tools" Go to "Submit proposal" Select topic (YouTube etc.) Insert link/description See preview & share 	 Get notification if someone "liked" the post Get notification if someone commented on the post 	 "Like" comments of others who replied to the post Answer to comments 	 Go to Dashboard Find notification someone sent a friend request View profile Confirm request
Thoughts	"I don't want to share everything right away, but still find new like-minded contacts nearby."	"I'm happy I can share my experience and help others with itHopefully this is not too complicated."	"How nice, people already like my tip and some have even commented on it!"	"Everyone is so grateful for my support, it really motivates me!"	"Oh, someone wants to be friends with me!We even both like to go walking."
Emotions				(C)	++
Opportunities	 Photo upload or avatar Simple basic profile settings (extended as required) 	 Instructions clear & visible Simple input screen (topic/description enough) 	 Comments below post Note to be nice to each other 	Display support provided on DashboardMaybe award badge	Possibility to reject requests "nicely"

SCENARIO

Sandra has currently many worries and her body reacts with medium pain. But she needs to focus on her retraining. She wants to do simple exercises 2x a day to be more relaxed and focused and prevent pain getting worse.

GOALS

To remember to take short breaks for herself, to find exercises that fit her pain and situation and do not overwhelm her, to save favorites to repeat them regularly.



	Find suitable exercises	Choose and save favorites	Set reminder	Get notification and practice	Get shown similar exercises	See course and progress
Tasks	Login on DashboardGo to "Training"Set filtersBrowse through library	See exercise previews and descriptionsMark/like favorites	Go to "Favorites"Select required exerciseSet reminder per exercise	 Receive notification Login on Dashboard or start exercise via short-link Get praised after practice 	 Find suggestions for similar exercises in the section below See previews, mark/like favorites 	 Go to Dashboard See number of practiced days in a row See number of minutes practiced in total See achieved badges
Thoughts	"Hopefully this won't take long now and I'll quickly find things I can enjoy."	"Okay there's my favorite doctor in the video and I also like the description. I'll mark that."	"I wonder if I can really do 2 exercises every day."	"I'm really proud of myself and I'm already a little more relaxed!"	"Oh, I feel seen, this also fits well to my needs. I'll save it for soon."	"Wow, I'm proud, already practiced 5 days in a row and got a badge!"
Emotions	(3)		$(\underline{x}\underline{x})$			++
Opportunities	 Classify exercises for quick finding (e.g. physical and mental) Show most popular exercises first 	Show number of marks/ likes from other users	 Choices for reminder: day, time (e.g. daily except Sat/ Sun); also kind of reminder (SMS, E-Mail, push,) 	 Reminder with advance to look for quiet place Give warm and motivating feedback 	 Additionally provide short helpful knowledge and tips in the form of "Did you know that 2x a day are enough for progress?" 	• "My Goals/Badges"-area (maybe on Dashboard)