GPSBud's:
Mental Model & User Journeys

Joe & Jennifer

Why do we create mental model & user journey?

By creating both of these we are able to map out **different tasks that Joe and Jennifer will be partaking when interacting with the app**. These task will help use **dissect each of the sections within the sitemap**, and the ones that might be missing. With the **mental model we can pinpoint any pain points that they can encounter during the process and see how we can avoid these**. This methodology also helps us validating design decisions.

Joe 51 | Disemployed | Michigan

Scenario

Joe finds it a hassle to go to the dispensary because of the COVID protocols. His partner suggested a new online store, which has similar aspect of their dispensary. Joe will check it out since he is running low on supplements.

Phase	Sign Up	Filter Search	Pay with Crypto
Tasks	*Opens app *Clicks on age verification * Signs Up	*Writes golden goat in search bar *Clicks on filters * Refines Search	*Selects product *Adds to cart *Checkout
Emotions & Thoughts	"This is new to me, let''s see how it goes. Age verification? Done. I should sign up to get done with this."	"Oh, just like google! Also it tells me how to search. Let's add Golden…enter. I see so many option…Here is filter, let's refine to what is new in the market."	Let's add to cart…Oh new for me…I don't have Privada, what is this? Click on Privada. What is Transak? Oh I see…transfer here. Click on done… Hope I did everything correctly
Opportunities	The web will be designed for all ages, but keeping in mind the older generations. Simplicity will be seen from beginning to end.	Filter will range from what is trending to what do we recommend. Just like a budtender.	This process is a tricky one, but we will guide through coach marks, and if possible include a tutorial.

Jennifer 27 | ER Insurance/Waitress | Michigan

Goals
- Search reviews to make sure she purchases the best quality.
- Add double verification to her profile, making her feel more secure a when purchasing.
- Get in contact with caregiver to schedule date and time.

Scenario

It is her girlfriend's birthday and Jennifer wants to purchase her favorite type of strain. She knows the app has a lot choose from, so she has to make sure she gets the best quality. She felt a bit uneasy when buying last time, so she wants to add a double verification before purchasing and scheduling with caregiver.

Phase	Change Double Verification	Search Reviews	Schedule with Caregiver
Tasks	* Login and enter profile * Scroll to double verification * Enable double verification with pin	* Go to search engine and enter product * Click on Sort By: Best Sellers * Select product and add to cart	* Add pin verification and checkout * Pay with Privada * Chat with Caregiver
Emotions & Thoughts	"Before searching let me quickly change to double verification to feel at ease. I saw it somewhere…Oh here! Change."	"Honey likes White Lemon, so let's search. Click on Sort Buy, Best Seller…Oh this one! Oh I like this caregiver as well, win win.	"Awesome, asked for my pin. Now I still have some bitcoins from last time, so let's use those. Here she is. Let me tell her for tomorrow at noon, and send."
Opportunities	We like options. There is an easy login at first, but for those who want to feel extra secure they can add double verification in their profile	Review are super important when shopping online, so this will be a section in our products and place in the sort by and filter.	Caregiver approves. Patient checks order summary. They will be able to chat through this page and schedule the transfer.