



Actions & Feelings



VOICE OF CUSTOMER

PHASE 1

Pre-Activity Section

Reads and/or
Listens to
directions on
how to use the
virtual museum

Picks one
virtual
museums to
explore

Interested
Curious
Excited

Anticipation

PHASE 2

Activity Section

Enters museum
and starts
moving around

Clicks
floor/arrows to
move around

Views art
pieces and
reads
descriptions on
the walls

Switches to
different
available gallery

Viewing and
scanning art
pieces

Irritated
Confused
Frustrated
Annoyed

Interested
Amused

Frustration
Hope

Bored
Unamused
Fast

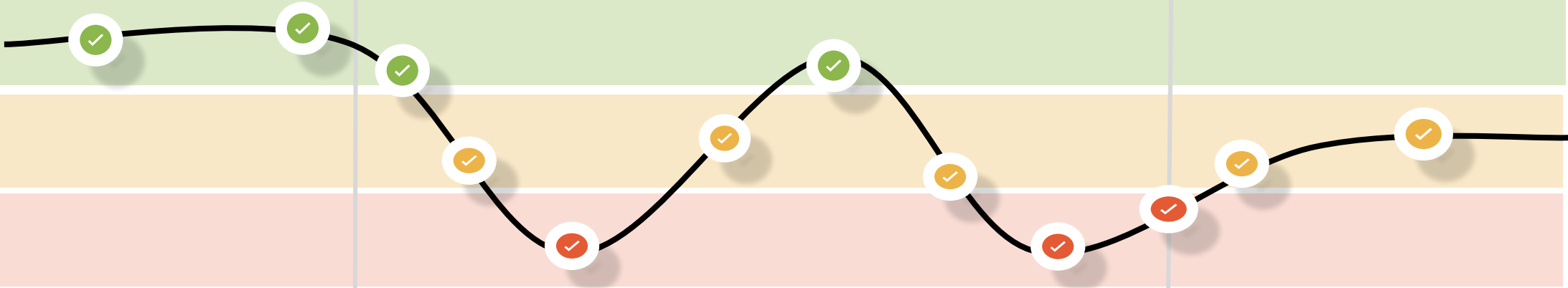
PHASE 3

Post-Activity Section

Exits out of
application on
computer

Answers
Questions

Relieved



"I am excited to
see the Louvre,
I've never been"

"Can I pick any
gallery?"

"How do you
move around?"

"I don't enjoy
these controls"

Laughing
"Look at the way
this statue looks"

"How much
longer do I
have?"

"Overall, the idea
of a virtual
museum is
interesting"

"If the controls
were more
user-friendly
than the virtual
visit would be
more enjoyable"