**USER JOURNEY TEMPLATE FOR SALARYDATA.COM**

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|  | **AWARENESS** | **CONSIDERATION** | **PURCHASE** | **ONBOARDING** | **ADVOCACY** |
| **USER ACTION** | User sees ad on TV.  User sees ad online.  User hears from friends or family members. | Types website’s URL into the browser to see what it is about.  User looks up website’s reviews from a third party. | User registers and logs into their account.  User identifies that Salarydata.com is the website to choose after reading reviews.  User inputs their data into user profile. | User learns how to use the various tools the website has to offer.  User decides that Salarydata.com is the best option for salary information. | User tells friends and family members about the new app.  User writes review on third party websites to promote service. |
| **TOUCHPOINTS** | Living room or bedroom TV.  Phone, Tablet, Laptop, or Desktop.  Interpersonal relationships. | Desktop  Laptop  Phone  Tablet | Customer Service  Chat bot  Desktop  Laptop  Tablet  Phone | Customer Service  Chat bot  Desktop  Laptop  Tablet  Phone | Interpersonal gatherings  Social media and review websites |
| **EMOTIONS** | All users went from neutral  to excited. | All users were excited. | All users were neutral. | Users generally felt frustrated with some parts but excited about the potential of the app. | Users are excited |
| **PAIN POINTS** | Ads don’t appeal to the user or get them interested to look up the company’s website. | User can’t find website that provides accurate salary information for their job title. | User creates account and logs in but doesn’t know what tool to use first.  User can’t identify where to go for user profile information. | User has difficulty finding or using tools. | After the issues are fixed in the app, the customer was excited about putting it to use. |
| **PERFORMANCE** |  |  | **Task 1:** 100% success rate for all users. 0 error rates  Each user was able to conduct register/login task in 2 clicks with 0 click-error rate.  Took 1 minute to accomplish task.  **Task 2:** 67% success rate for all users. Error rate of 3.  **User 1** took 8 clicks to complete the profile update with 3 click-errors making the error rate 3 for user. Task took 5 minutes and had a 0% success rate.  **User 2 and 3**  100% success rate and accomplished task in 3 minutes with 5 clicks. Both users had 0 click-errors.  Total: 83.5% success rate for both tasks combined. | **Task 3:** 100% success rate for all users. Error rate of 1. Each user was able to conduct salary search task in 2 clicks and 1 minute with 0 click-error rate. One click was needed to go to the homepage. User 1 noticed hamburger menu not working. Adding as 1 for an error rate considering it was not part of task.  **Task 4:** 100% success rate for all users. Error rate of 1.  **User 1** took 3 clicks to complete the salary estimate with 1 click-error making the error rate 1. Task took 1 minute and had a 100% success rate. One click was needed to go to the homepage.  **User 2 and 3**  100% success rate and accomplished task in 1 minute with 2 clicks. Both users had 0 click-errors. One click was needed to go to the homepage.  **Task 5:** 0% success rate and an error rate of 6 for all users due to no tool to create resume and no upload capability. This makes an error rate of 6 due to no tools and upload button. All users took 2 clicks to get to complete resume creation task with 0 click-errors. Task took 2 minutes.  **Task 6:** 0% success rate. Error rate of 3 for no apply button. Total error rate is 4.  **Users 1 and 3** took 2 clicks to complete the job search task with 0 click-errors. Task took 2 minutes and had a 0% success rate. User 3 was initially confused to where the button for the job search was making this an error rate of 1.  **User 2**  0% success rate and accomplished task in 2 minutes with 2 clicks. User had 0 click-errors. User noticed no apply button and as a result the task had a 0% success rate for all users.  Total: 50% success rate for all 4 tasks. |  |
| **ISSUES ENCOUNTERED** |  |  | One user had issue finding the user profile icon. Took four tries to get to the right location.  Task 2 contained an error rate of 3 from user 1. | During task 3, user noticed hamburger menu not working.  User 1 realized they hit the wrong button for task 4. So, one click-error was identified.  Users could not find tools for task 5 to create a resume and could not find an upload feature.  For task 6, a user was initially confused to find the advanced search button for the job search due to not being as intuitive. But they were able to figure it out.  User identified that there was no apply button for job posting in task 6. Task had 0% success rate.  Task 3 has an error rate of 1.  Task 4 has an error rate of 1.  Task 5 has an error rate of 6.  Task 6 has an error rate of 4. |  |