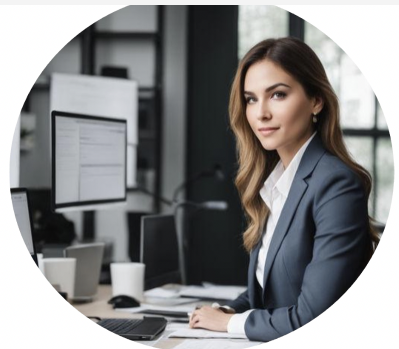# USER JOURNEY MAP / Weekly Outfit Planning

ELENA
30+ business analyst
busy professional
recent mom

SCENARIO
Elena pre-selects her professional outfits for the entire week, optimizing her morning routine and saving her time for work and family

EXPECTATIONS
1. Efficiently organize and categorize her wardrobe within the app
2. Easily plan professional outfits for the entire week in advance
3. Receive personalized outfit suggestions based on her preferences and wardrobe inventory

STAGES	STAGE 1: AWARENESS ▶	STAGE 2: CONSIDERATION ▶	STAGE 3: INITIAL USE ▶	STAGE 4: DAILY USE ▶	STAGE 5: ADVOCACY
GOALS	To discover the app and understand its value proposition	To assess the app's features and decide to try it	To successfully categorize her wardrobe in the app	To efficiently plan outfits for the week	To share the positive experience with others
ACTIONS	Discovers an ad on Instagram and clicks on it	Downloads the app and explores its functionalities	1. Takes pictures of her clothes 2. Uploads them to the app 3. Categorizes each item	Uses the app to select and save outfits for each day of the upcoming week	Recommends the app to friends and colleagues
THOUGHTS	"This could really simplify my mornings!"	"I hope it's easy to use and actually saves me time"	"This is taking so much time, hope it will be worth it!"	"This makes planning so much easier. I can see everything I own!"	"I'm telling everybody about this app, it's a game-changer!"
PAIN POINTS	Overwhelmed by daily outfit decsions	Concerns about the time investment required for initial setup	Time-consuming initial setup, difficulty in categorizing some items	Occasionally struggles with matching items or finding inspiration	Wishes for more social sharing features
EMOTIONS	🙂 Interested	🤔 Optimism and skepticism	🥺 Frustrated but determined	🙂 Satisfaction	😃 Happy
TOUCHPOINTS	Online advertisement, app website	App store, initial app interface upon opening	Wardrobe categorization feature, AI helper	Outfit planning feature, calendar integration	Word-of-mouth, social media
OPPORTUNITIES	Optimize ad placement, set up target to professional women's forums and social media platforms	Highlight ease of use and quick setup in marketing materials	Implement AI to auto-categorize items from photos to reduce setup time	1. Promote AI stylist with suggestions based on current wardrobe and trends 2. Suggest items for shopping	Develop features for users to share their outfits or style boards with their network directly from the app