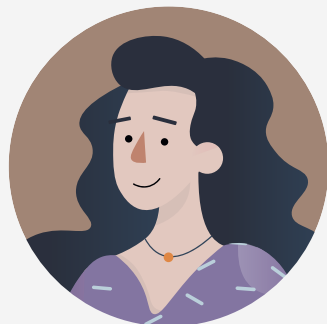


USER JOURNEY MAP / Undergraduate Student's Search For A Keyboard

<div><div></div><div><div>USER INFO</div><div>Undergraduate student at UofM who likes to play video games</div></div></div> <div><div>SCENARIO</div><div>The user's current keyboard stopped working so they are looking to buy a new one.</div></div> <div><div>EXPECTATIONS</div><div><ul style="list-style-type: none">Durable and comfortableWithin their price rangeVisually pleasing</div></div>					
STAGES	STAGE 1 ▶	STAGE 2 ▶	STAGE 3 ▶	STAGE 4 ▶	STAGE 5
GOALS	Determine what kind of keyboard they want.	Search for the type of keyboard they want.	Compare the keyboards they are interested in.	Read reviews about the keyboard.	Decide and purchase the keyboard.
ACTIONS	<ol style="list-style-type: none">Watch recommendation videosBrowse online for other users' suggestionsSearch "best keyboards for (user purpose: gaming, schoolwork, etc.)"	<ol style="list-style-type: none">Navigate to search engine (Google) or online shop (Amazon) and enter keywords.Apply filters such as brand, color, or price.	<ol style="list-style-type: none">Open the keyboard they are interested in in a new tab.Read the specifications of the keyboard provided by the seller.Look at images of the keyboard.	<ol style="list-style-type: none">Read top reviews and see why people liked the keyboard.Apply filter to read lower-star reviews to see why people did not like the keyboard.Find video reviews.	<ol style="list-style-type: none">Decide on one final keyboard.Place the order online or go to a store in-person.
THOUGHTS	<ol style="list-style-type: none">What keywords best suit the keyboard I want (i.e. gaming, mechanical, etc.)?Do I like this keyboard they are suggesting?	<ol style="list-style-type: none">Does this keyboard look nice?What is my budget?	<ol style="list-style-type: none">Do I like this keyboard better than the other one?Does this keyboard have a feature that the other one doesn't?Which keyboard is better?	<ol style="list-style-type: none">Do I trust this review?Does the problem in this review apply to me?Does this keyboard look comfortable? Does it sound nice?	<ol style="list-style-type: none">Should I buy online or go to a store?When will the keyboard get here?Does this store have this keyboard?
PAIN POINTS	<ol style="list-style-type: none">Too many choices.Possibly unsure of what they want.	<ol style="list-style-type: none">Too many keyboards to select from.Cannot find a keyboard that has all the features they want.	<ol style="list-style-type: none">It may be difficult to decide which keyboard they like better.Too many choices.	<ol style="list-style-type: none">Too little reviews.Reviews may not be detailed enough to trust.	<ol style="list-style-type: none">Some keyboards are only available online so they cannot test it.Shipping is too expensive online.
EMOTIONS	Interested	Interested, Frustrated	Neutral	Curious	Happy
TOUCHPOINTS	