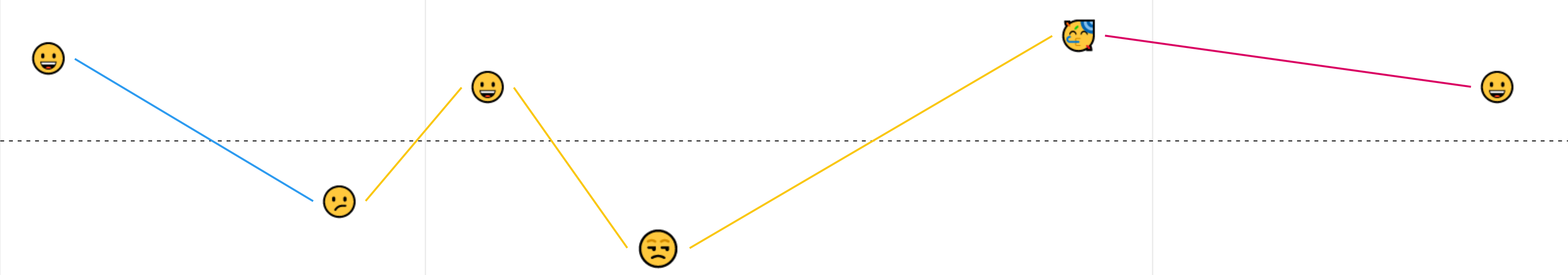
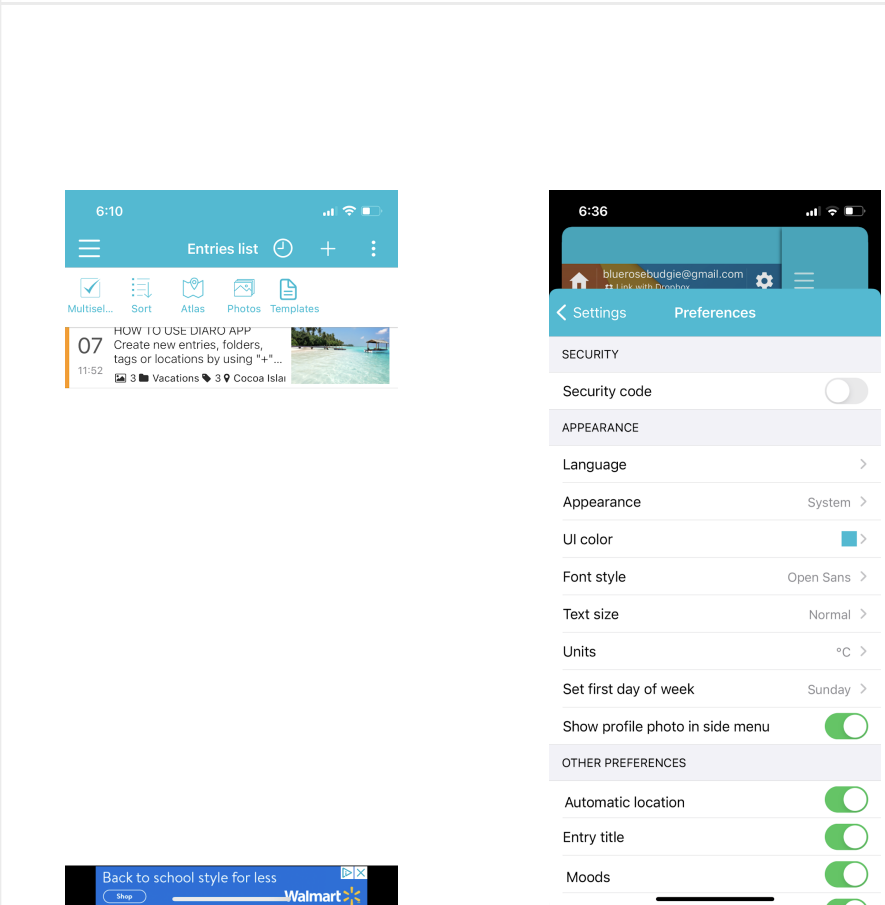
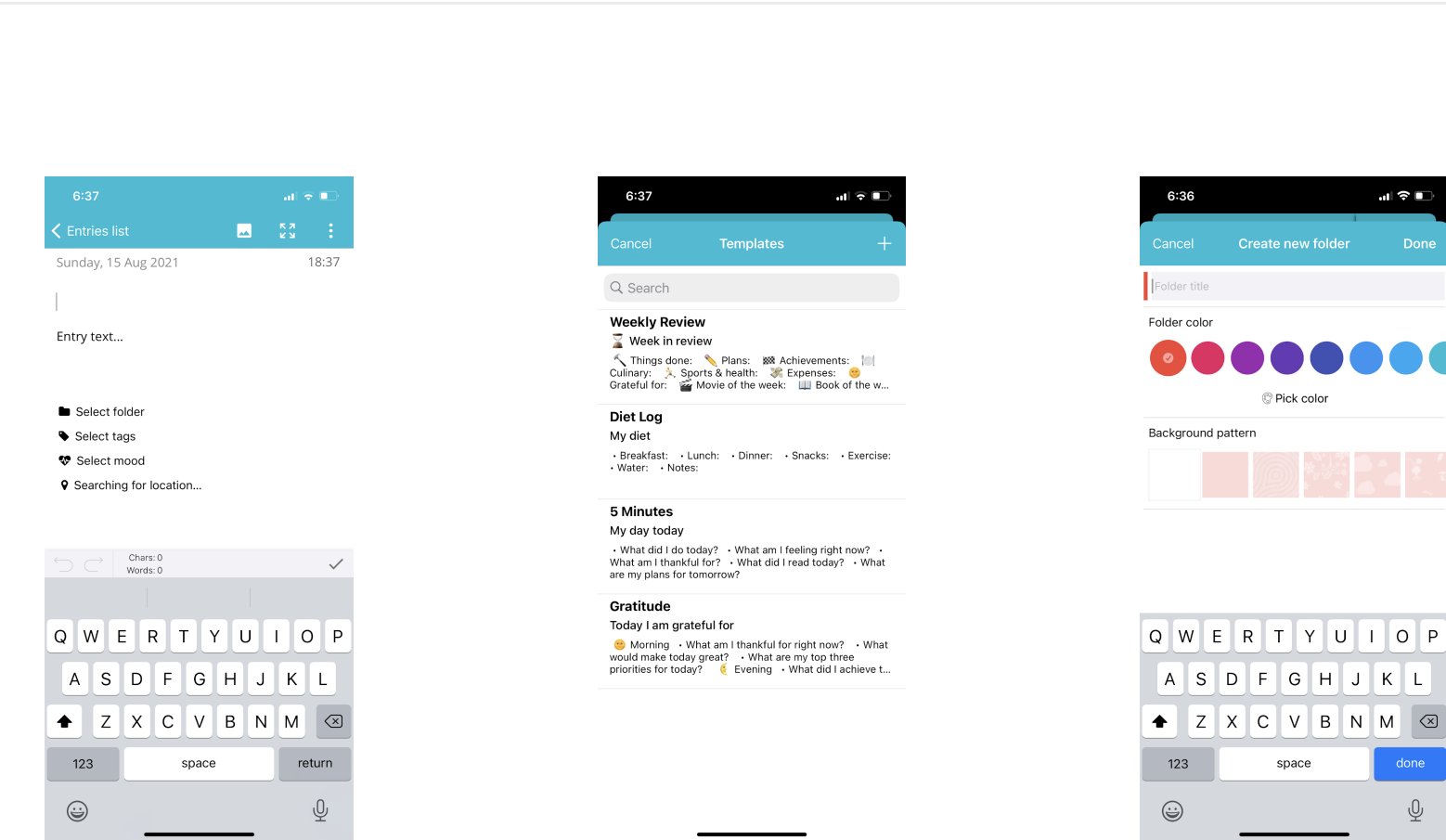
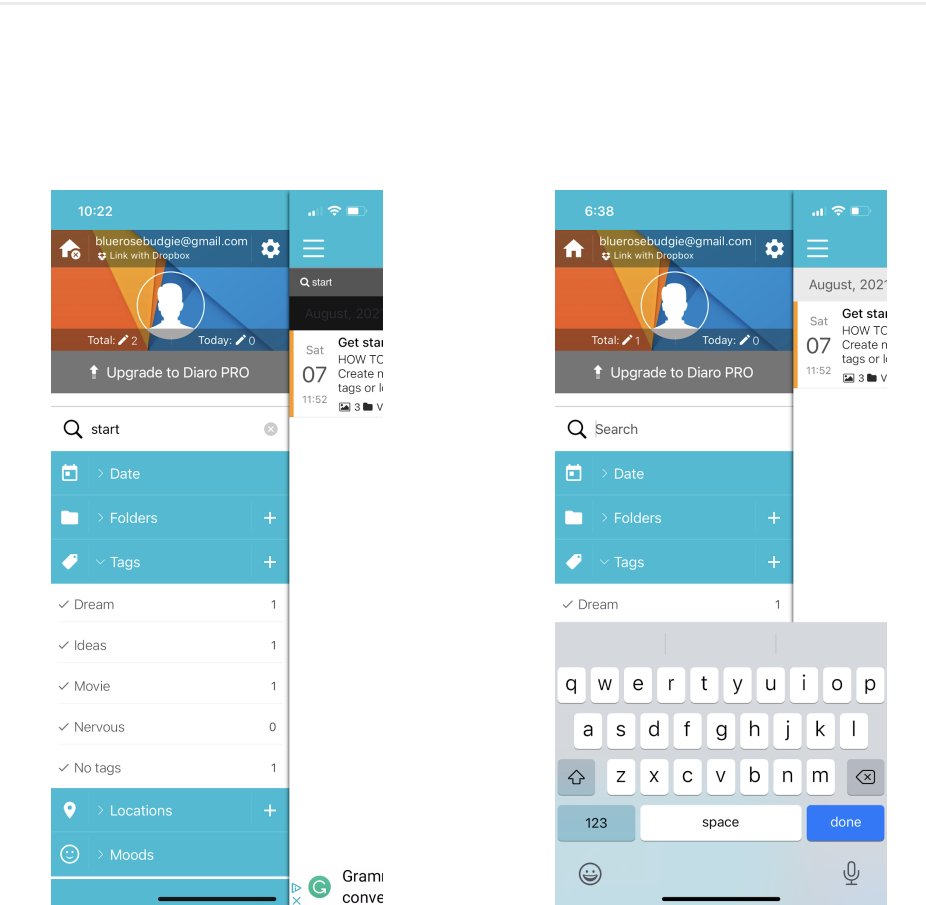


| Phase of experience  | Registration   |  | First Session   |  |  |  |  | Reflection  |  |  |
|--|--|--|---|--|--|--|--|---|--|--|
| <b>Goals/Actions</b><br>What does Alice do?<br>What are her goals?           | <div>Download Diario App</div> <div>Wants to set basic preferences</div>   |  | <div>Writes an entry</div> <div>Edits template</div> <div>Fills in Template</div> <div>Creates a new folder</div> <div>Customizes folder</div>  |  |  |  |  | <div>Finds an entry by a keyword</div> <div>Reviews progress with entries</div>   |  |  |
| <b>Touchpoint</b><br>What part of the service do she interact with?          | <div>App Store</div> <div>Splash Screen</div> <div>Main Page</div>   |  | <div>Entry Screen</div> <div>Edit Template Screen</div> <div>Edit Template Screen</div> <div>Side Menu</div> <div>New Folder Screen</div>   |  |  |  |  | <div>Side Menu</div> <div>Sync Screen</div> <div>Upgrade Screen</div>   |  |  |
| <b>Emotions</b><br>What is Alice feeling?                                    |    |  |   |  |  |  |  |   |  |  |
| <b>Pain Points</b><br>What is causing Alice frustration or disappointment?   | <div>On opening app, she is unsure if she needs to create an account</div> <div>User did not read or look at the "first entry" which had instructions inside</div> <div>User gets frustrated because they looked through multiple menus without finding the passcode option<br/><br/>- also unsure why they were able to sign-in without signing up</div>  |  | <div>Excited to see feature but still unsure about steps</div> <div>User entered info into "select template" assuming that choosing one would mean she was creating her own entry instead of editing the template itself</div> <div>User was unsure about how to get the template entry to work</div> |  |  |  |  | <div>When user applied second filter they didn't realize the first one was still being applied</div> <div>When user searched by keyword they couldn't tell if the search was complete or not since the menu remained on the screen not giving a clear indication it searched</div> <div>User liked having the ability to sort, but wonders about more access points for the app and what other features make Pro membership desirable</div> |  |  |
| <b>Opportunities</b><br>What is causing Alice frustration or disappointment? | <div>- Splash screen with instructions which explains app set-up and if account creation is needed</div> <div>- Immediate set-up for account so afterwards user can go into settings to make any further edits</div> <div>- Ask the user a series of question when they enter the app to get their base preferences addressed so they know for later and don't get frustrated searching</div> <div>- Rename the "Security Code" to passcode for more legibility</div> <div>- Tutorial would be useful here as well</div> |  | <div>- Tutorial would help this as well</div> <div>- Instead of "Template" title in main screen, show "Edit Templates" in settings with the rest of preferences, and use "Template Entry" as an entry option in entry screen</div>  |  |  |  |  | <div>- Larger more legible font for more clarity on the action</div> <div>- The syncing is confusing, since the app asks to sign in, sync to Dropbox and create a pro membership. If there are no benefits to signing in without creating a pro account, the option could be removed for a simple create pro account option</div>   |  |  |
| <b>Screens</b><br>Diario App screenshots.                                    |   |  |    |  |  |  |  |    |  |  |