User Journey Map

Link

https://miro.com/app/board/o9J_lIcB_zQ=/

Screenshots

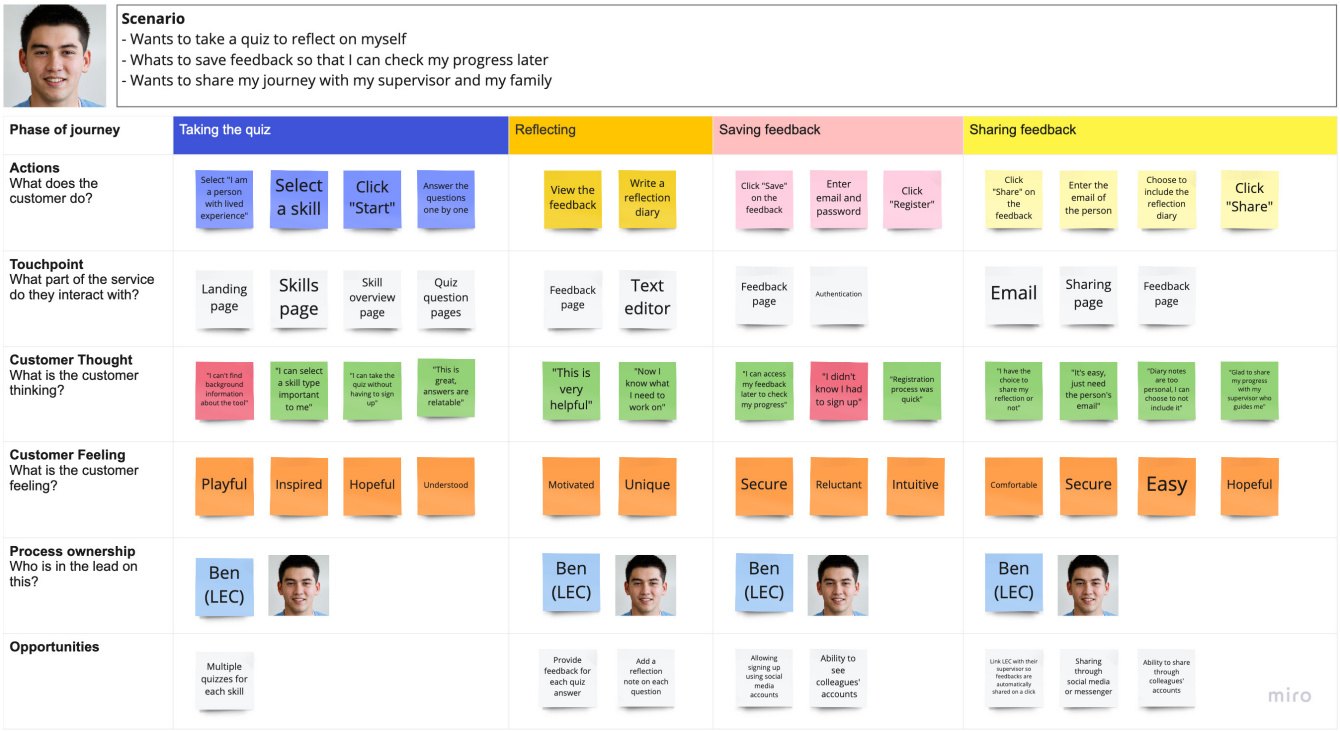

Figure 1. User Journey Map for LEC

Scenario
- Wants to use a tool to assist LECs in their self-reflection and development
- Wants to convert an evaluation rubric into a more user-friendly format, like a quiz
- Expects the tool to make management of LECs easier and more structured

Phase of journey	Registration	Creating a quiz
Actions What does the customer do?	Select "I'm a supervisor"; Choose email address and password; Log in	Click "Add"; Enter a name for the quiz; Add a question; Add options; Click "Save"; Click "Make public"
Touchpoint What part of the service do they interact with?	Landing page; Authentication	Supervisor homepage; New quiz page
Customer Thought What is the customer thinking?	"I can't find background information about the tool"; "The process looks fairly simple"	"I can't choose a different question type"; "I can't add images to the questions"; "Translating the rubric into a quiz makes sense"; "I hope the LECs find this quiz useful and engaging"
Customer Feeling What is the customer feeling?	Curious; Excited	Motivated; Hopeful
Process ownership Who is in the lead on this?	Jenny (supervisor);	Jenny (supervisor);
Opportunities	Allow signing up using social media accounts; Provide some information about the tool	Allow changing question types; Provide some default template; Allow attaching multimedia content to questions; Allow making the quiz available to specific LECs

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Figure 2. User Journey Map for Supervisor