

Persona : Aditya

Scenario : Scheduling a session

Goal : discover help and schedule session under stress

USER JOURNEY MAP

Phases	stress	denial	return of stress	acceptance & discovery	scheduling *	pre appointment	post appointment
User Task and Activities	<ul style="list-style-type: none">• aditya realises an unusual amount of stress and pressure from work.• he tries to do what he usually does to combat stress.• notices a persistent block in his head because of this that does not seem to leave like it usually does.	<ul style="list-style-type: none">• he denies the fact that he needs to open up• does not accept help from his peers as well• perceives that he’s better and lets the problem pass	<ul style="list-style-type: none">• pent up emotions overburden him• he’s not able to deal with the influx of feelings.• not able to complete essential daily tasks• peers inform him about counselling• he finds the emails	<ul style="list-style-type: none">• he reads the emails and clicks through to the website• In the website he is greeted with a lot of information specifically text• he then navigates to the section to understand mental health• lot of the links are broken, this frustrates him further.	<ul style="list-style-type: none">• when he tries to book an appointment he is greeted with another page with another button• this button redirects him to an external website• the external booking agency again is unclear and information is spread out too much	<ul style="list-style-type: none">• he is unsure of his appointment details and needs to check the status however is not able to check as the link for IIAD students is different.	<ul style="list-style-type: none">• aditya has finsihed his session• he continues to go about his day and think about his talk.• however he is not able to give feedback about his session
Emotions / Actions	<ul style="list-style-type: none">•stress, confusion, uncertainty	<ul style="list-style-type: none">• clarity, stubborn, motivated.	<ul style="list-style-type: none">• frustrated, confused, helpless, hopeful uncertain	<ul style="list-style-type: none">• frustrated, tired, flustered.	<ul style="list-style-type: none">• frustrated, irritated, feels disbelief, overloaded with information	<ul style="list-style-type: none">• confused, worried, tense	<ul style="list-style-type: none">• relieved, confused, supportive
Paintpoints	<ul style="list-style-type: none">•not able to work, usual methods fail him.	<ul style="list-style-type: none">• reduces morale among peers• emotions build up inside waiting to erupt	<ul style="list-style-type: none">• daily work/functioning is affected• disrupted sleep cycle• agitation• feedback loop	<ul style="list-style-type: none">• makes his condition worse as there’s no clarity• there is an avenue for information presented however sometimes th information is missing causing a disconnect	<ul style="list-style-type: none">• almost drives the user away• under pressure the user needs info. that is simple to process	<ul style="list-style-type: none">• not knowing the status gives another thing for the user to worry about	<ul style="list-style-type: none">• feedback is an essential part of the growth of this service in the college
Opportunities	<ul style="list-style-type: none">•awareness about how these issues a may or may not affect you	<ul style="list-style-type: none">• active social media channels	<ul style="list-style-type: none">• clear link to website• better recognition on campus	<ul style="list-style-type: none">• non-leading/clear text based + visual information• declutter page• animations to breathe life into static imagery	<ul style="list-style-type: none">• simple booking system in-website (maybe using calendar)• animated text todraw interest• link for IIAD students	<ul style="list-style-type: none">• information center/dashboard	<ul style="list-style-type: none">• feedback section/ testimonials on website/social media channels
Channels		<ul style="list-style-type: none">• social media	<ul style="list-style-type: none">• email, word of mouth	<ul style="list-style-type: none">• website, emails	<ul style="list-style-type: none">• website calendar service/booking	<ul style="list-style-type: none">• website, calendar service/booking, phone calls	<ul style="list-style-type: none">• website, social media