User Journey – Confidence Score Development on a Matchday

Version 1.2 – without Speed Input, Voice/Text = 25% Weight

🔧 Core Parameters

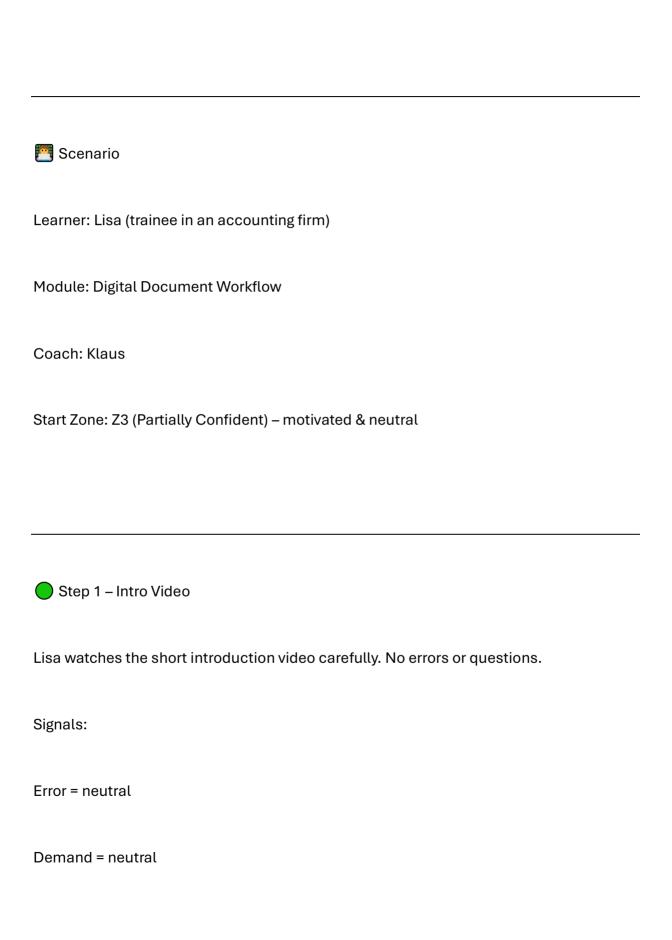Start Score: 60%

Smoothing Formula:

New Score = (0.7 × Previous Score) + (0.3 × New Raw Value)

Hysteresis: ±5% (zone only changes after a stable trend across 2–3 events)

Zones:

Z1 = 0–20%

Z2 = 21–40%

Z3 = 41–60%

Z4 = 61–75%

Z5 = 76–90%

Z6 = 91–100%

🧑‍🏫 Scenario

Learner: Lisa (trainee in an accounting firm)

Module: Digital Document Workflow

Coach: Klaus

Start Zone: Z3 (Partially Confident) – motivated & neutral

🟢 Step 1 – Intro Video

Lisa watches the short introduction video carefully. No errors or questions.

Signals:

Error = neutral

Demand = neutral
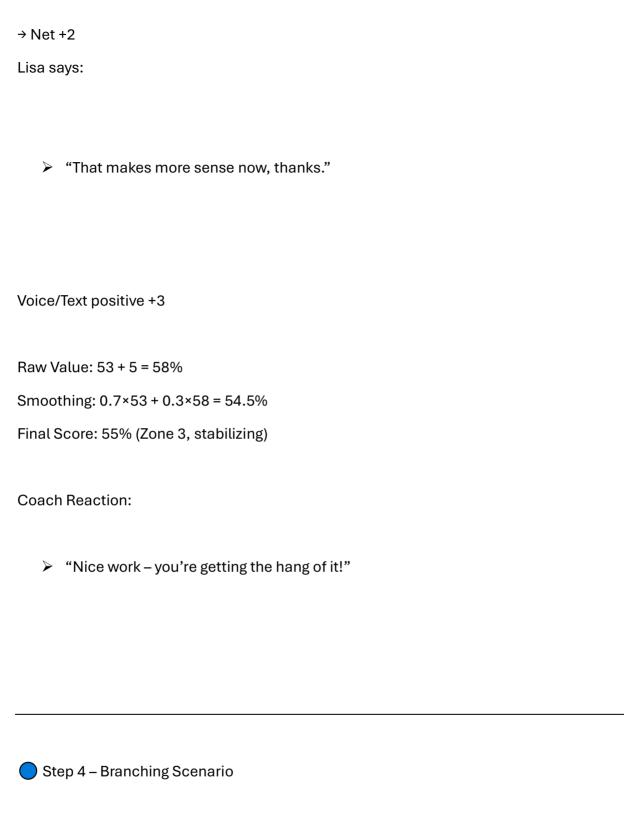
Usage = stable

Voice/Text = positive ("Okay, got it.")

Raw Value: 65%

Smoothing: 0.7×60 + 0.3×65 = 61.5%

Final Score: 62% → Zone 3

Coach Reaction:

➢ "Great start, Lisa. Let's dive into the first example."

🟡 Step 2 – Task (Open Response)

Lisa answers incorrectly and asks:

➢ "I don't understand why that's wrong – can you explain it again?"

Signals:

❌ Error = −8

💬 Demand = Uncertainty question = −10

🔁 Usage = repeated view = −3

🧑‍🦰 Voice/Text = insecure tone ("I don't understand…") = −10

→ Total impact: −31

Raw Value: 62 − 31 = 31%

Smoothing: 0.7×62 + 0.3×31 = 52.7%

Final Score: 53% (still Zone 3, downward trend)

Coach Reaction:

➤ "No worries, that's a common pitfall. Let me show you step by step."

(Fallback content activated.)

🔴 Step 3 – Quiz

Three short questions:

2 correct (+10)

1 wrong (−8)

→ Net +2

Lisa says:

> ➤ "That makes more sense now, thanks."

Voice/Text positive +3

Raw Value: 53 + 5 = 58%

Smoothing: 0.7×53 + 0.3×58 = 54.5%

Final Score: 55% (Zone 3, stabilizing)

Coach Reaction:

> ➤ "Nice work – you're getting the hang of it!"

🔵 Step 4 – Branching Scenario

Lisa chooses the wrong option first ("delete document"), then corrects herself and asks:

> ➤ "Would this be the same in the real process?"

Signals:

Error: −8

Demand: constructive question +5

Voice/Text: confident tone +5

Usage: normal

→ Net effect: +2

Raw Value: 55 + 2 = 57%

Smoothing: 0.7×55 + 0.3×57 = 55.6%

Final Score: 56% (Zone 3, stable trend)

Coach Reaction:

> ➤ "Exactly – you're thinking like a real process designer!"

🟣 Step 5 – Process Designer

Lisa builds the workflow correctly and asks a constructive follow-up:

> ➢ "Can we add a review step here?"

Signals:

✅ Correct process design +5

💬 Constructive question +3

🧑‍💼 Confident phrasing +5

→ +13 total

Raw Value: 56 + 13 = 69%

Smoothing: 0.7×56 + 0.3×69 = 59.9%

Final Score: 60% → Zone 4 (Confident)

Coach Reaction:

> ➢ "Excellent thinking – that's a great addition to your workflow!"

🟠 Step 6 – Repeated Question (Uncertainty)

Lisa asks again:

➢ "Can you explain that once more? I'm still not sure."

Signals:

Demand = repeated uncertainty question −15

Voice/Text = insecure tone −10

→ −25

Raw Value: 60 − 25 = 35%

Smoothing: 0.7×60 + 0.3×35 = 51.5%

Final Score: 52% (Zone 3, downward trend)

Coach Reaction:

➢ "All good – this topic often needs a second look. Let's go through it slowly together."

(Fallback re-activated.)

🔵 Step 7 – Review Task

Lisa completes the review task correctly and says confidently:

> ➢ "Ah, now it finally makes sense."

Signals:

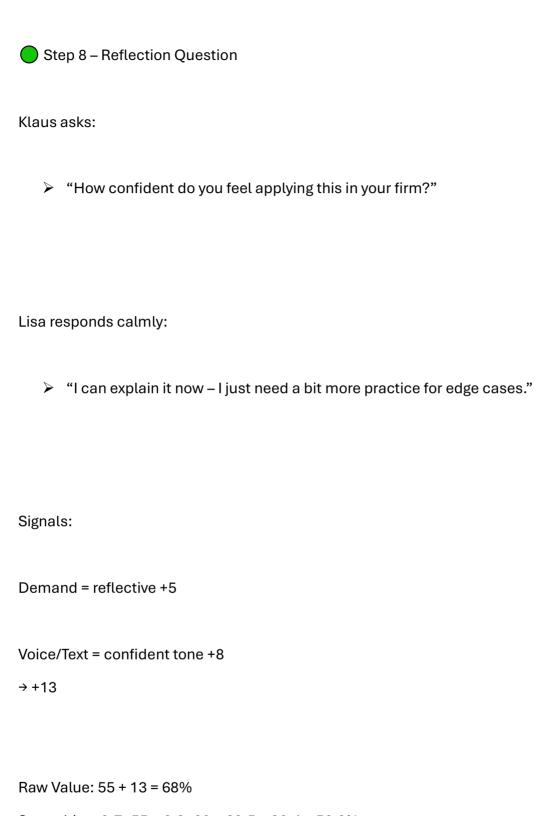✅ Correct answer +5

🧑‍🦰 Confident tone +5

→ +10

Raw Value: 52 + 10 = 62%

Smoothing: 0.7×52 + 0.3×62 = 55%

Final Score: 55% (Zone 3, upward trend)

Coach Reaction:

> ➢ "Perfect, now it clicks! That's exactly what I wanted to see."

🟢 Step 8 – Reflection Question

Klaus asks:

> ➤ "How confident do you feel applying this in your firm?"

Lisa responds calmly:

> ➤ "I can explain it now – I just need a bit more practice for edge cases."

Signals:

Demand = reflective +5

Voice/Text = confident tone +8

→ +13

Raw Value: 55 + 13 = 68%

Smoothing: 0.7×55 + 0.3×68 = 38.5 + 20.4 = 58.9%

Final Score: 59% (approaching Zone 4)

Coach Reaction:

> ➤ "That's strong, Lisa. You've really understood the core idea."

🟢 Step 9 – Bonus Case (Challenge)

Lisa accepts the optional pro-level task and completes it correctly, asking:

> ➤ "If I automate this for multiple clients, does the logic still apply?"

Signals:

✅ Correct result +8

💬 Constructive professional question +5

→ +13

Raw Value: 59 + 13 = 72%

Smoothing: 0.7×59 + 0.3×72 = 41.3 + 21.6 = 62.9%

Final Score: 63% → Zone 4 (Confident, stable trend)

Coach Reaction:

> ➤ "Fantastic, Lisa – that's expert-level thinking!"

📊 Score Development Summary

Step	Format	Event	Raw Value	Smoothing Calculation	Final Score	Zone	Coach Reaction
1	Video	Neutral start	65	(0.7×60)+(0.3×65)=61.5	62	3	Motivated
2	Task	Wrong + unsure question	31	(0.7×62)+(0.3×31)=52.7	53	3	Empathetic
3	Quiz	2 right / 1 wrong	58	(0.7×53)+(0.3×58)=54.5	55	3	Supportive
4	Branching	Partial + good question	57	(0.7×55)+(0.3×57)=55.6	56	3	Encouraging
5	Process Designer	Correct + constructive	69	(0.7×56)+(0.3×69)=59.9	60	4	Empowering
6	Repeat Question	Insecure tone	35	(0.7×60)+(0.3×35)=51.5	52	3	Calm, fallback
7	Review Task	Correct + confident tone	62	(0.7×52)+(0.3×62)=55	55	3	Reassuring
8	Reflection	Confident answer	68	(0.7×55)+(0.3×68)=58.9	59	3→4	Affirming
9	Bonus	Pro-level case	72	(0.7×59)+(0.3×72)=62.9	63	4	Partner-like

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