

ROBERTO CANTALAPIEDRA



FUNNY - RELAXED - DOWNER

"If you don't know where you are going the path does not matter"

DEMOGRAPHICS

Age: 22

Gender: Male

Profession: Student

Nationality: Asturian

Location: Oviedo, Spain

Lifestyle & bio: Studied Philosophy in UniOvi and enjoyed reading and experimenting with recreational drugs until he became unhappy with the lifestyle he was having. Now studies in UNED and spends his time reading all day long.

GOALS - INTERESTS

- Philropy
- Learning
- Reading
- Recreational Drugs
- Music
- Films
- Dogs

PAIN POINTS - CONCERNS

- He becomes impatient when dealing with webpages
- He feels sad when his intelligence is insulted.
- He is sceptical when money is on the line.
- He thinks that business with ugly webpages are more probably worse than those with prettier webpages.
- When something is unclear he assumes its the worse scenario

SCENARIO

He has come to Granada along with four friends for a visit. They want to have an experience exclusive to Granada and drink beer. When he heard of Tablao Flamenco, he was sceptic, but decided to give it a try.

MOTIVATIONS

Learning

Having Fun

Socialising

SKILLS

Technology

Reading

PERSONALITY

Introvert

Extrovert

Low confidence

High confidence

Follower

Leader

Close minded

Open minded

Solo

Collaborative

BRANDS

User Journey #1 Case study: (i.e. first-time User)

user journey map template [DIU-UX Toolkit]



**Roberto
Cantalapiedra**

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- Student
- 22
- Oviedo, Spain

Scenario

He was looking for a place to watch tablao flamenco and came by the webpage through friend recommendations

Expectations

- Great show offered
- Good local
- Plenty information about the show
- Good looking webpage

STAGES Awareness → Inspiration → Decide → Act → Observation → Conclusion →

STEPS Check out the page → Find information about events → Find an event to go this week → Buy tickets for the event → Proceed to pay → He decides to leave

THINKING

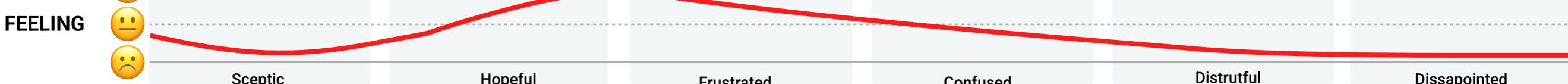
He is looking for a good place to go to Tablao Flamenco	He likes the videos displayed in the background and the description of the show	The show looks good. Maybe it will be a nice time.	Why are they offering me drinks with the ticket? I think i will not be able to order while	The page is so different now, the name is also completely different. This looks lame.	This looks so bad and i have to insert too much data and i have to go through too many pages. I should look for a better one.
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DOING

He has just entered the page	Scrolling through the page and checking the Agenda through the navbar	He presses 'angenda' on the navbar and finds the pamphlets.	He is trying to buy a ticket	He was going to introduce his data to proceed to pay	He leaves the page and starts looking for another place to go.
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PAIN POINTS

He is looking for a good place to reserve and the page looks ugly	He wants to lsiten to the music they offer	The pamphlets are unreadable	He is offered drinks along with the ticket which makes him feel confused	The payment page seems completely disconnected from the previous one	The page looked too bad to convince him.
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Make the page look more appealing

We could link youtube videos with music from the artists featured or directly include them in the webpage

The pamphlets should be written inside the HTML to be more readable.

The description should clarify if the attendees can order drinks during the show

The page for paying should look similar to the main page.

The page should display professionalism with coherent aesthetics.

OPPORTUNITIES