

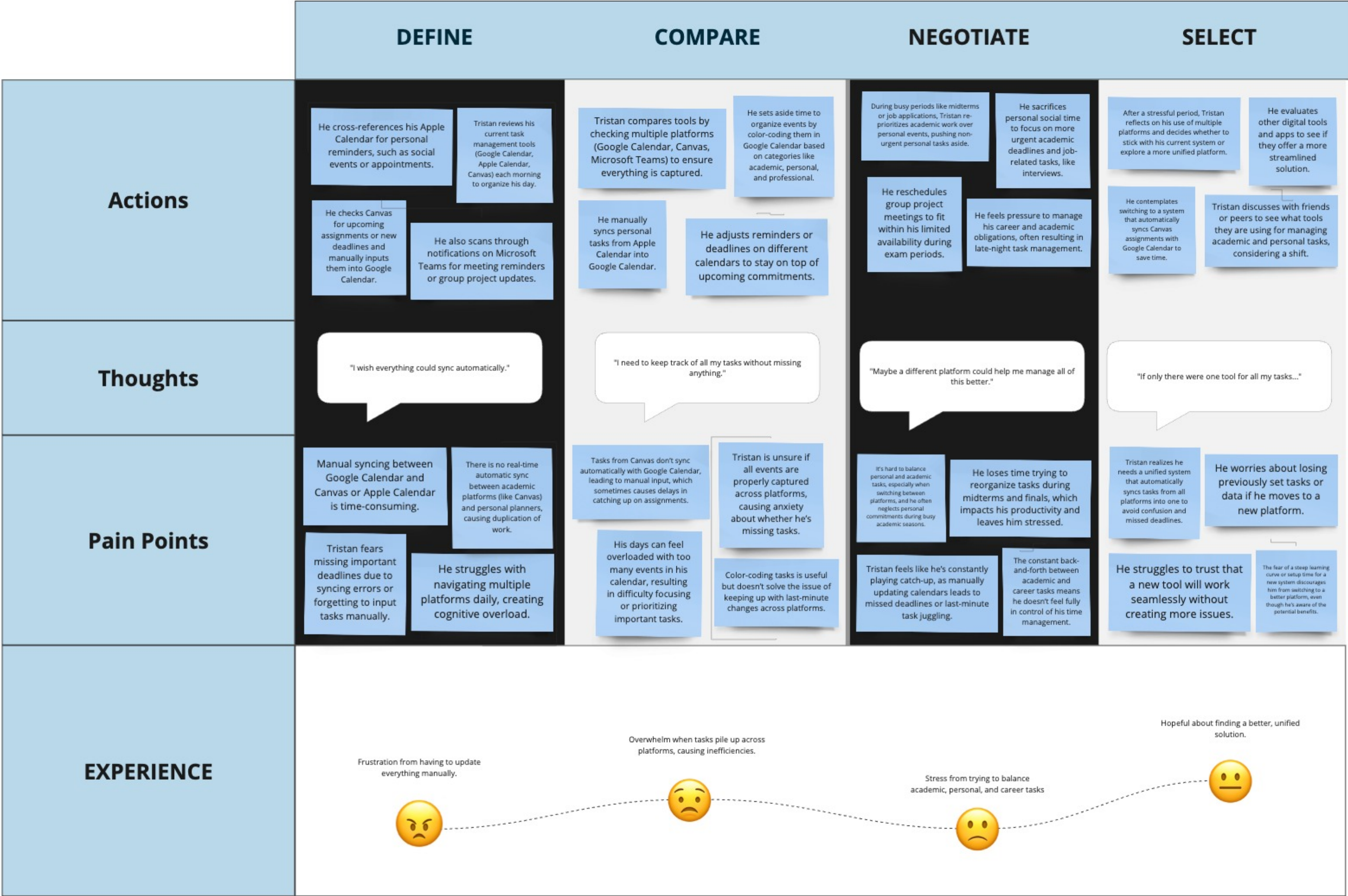
User Journey Map

Tristan's Digital Task Management

Scenario: Tristan is a junior in Industrial Engineering. He uses digital tools (Google Calendar, Apple Calendar, Canvas, and Microsoft Teams) to manage his academic, personal, and professional tasks but struggles with syncing tasks across these platforms.

Expectations:

- **Automatic Synchronization:** Tristan expects his tasks and schedules to be synchronized seamlessly across all platforms without manual input.
- **Unified View:** He wants a single, integrated view for all his tasks (academic, personal, and professional).
- **Task Prioritization:** Tristan expects an easy way to prioritize his tasks, especially during busy periods like midterms and finals.



Opportunities:

1. **Cross-platform syncing:** A tool that automatically syncs tasks across Google Calendar, Canvas, and Apple Calendar would streamline Tristan's process.
2. **Unified task management system:** A single platform that integrates academic, personal, and professional tasks would reduce stress and improve efficiency.
3. **Task prioritization:** A feature that automatically ranks tasks by urgency or impact could help Tristan during high-stress periods like exams or job applications.

Internal Ownership + Metrics:

- **Development Team:** Implement seamless integration between major platforms (Google Calendar, Apple Calendar, Canvas, Microsoft Teams).
- **Product Team:** Create a prioritization feature within the unified task management system to help users during busy periods.
- **Customer Support Team:** Provide tools and guidance for users to migrate their tasks easily into the new system.
- **Set Success Metrics:**
 - Reduced manual input time by 30%.
 - Increased task completion rates by 20%.
 - 90% user satisfaction rate with the unified task management system.