

User Journey Map

Overview

This user journey map is based on the flow chart provided, organizing the user experience into distinct phases with corresponding actions, emotions, and touchpoints.

Journey Phases

Phase 1: Onboarding

Stage	User Actions	Thoughts/Emotions	Touchpoints	Pain Points	Opportunities
Initial Entry	Creates account or logs in	Curious, possibly uncertain	Login screen, welcome page	Potential confusion about process	Streamline login process, provide clear guidance
Orientation	Explores basic features	Learning, exploring	Tutorial, dashboard	Information overload	Implement progressive disclosure of features
Setup	Completes profile information	Invested, committed	Profile creation form	Form fatigue	Break process into manageable steps with progress indicators

Phase 2: Core Experience

Stage	User Actions	Thoughts/Emotions	Touchpoints	Pain Points	Opportunities
Feature Discovery	Navigates primary features	Interested, engaged	Main navigation, feature hub	Decision paralysis	Highlight recommended actions based on user type
First Task	Completes initial action	Focused, determined	Task interface	Learning curve	Provide contextual help and tooltips
Decision Point	Makes key choices about process	Analytical, decisive	Decision interfaces, options menu	Uncertainty about consequences	Clear explanations of options and outcomes

Phase 3: Advanced Usage

Stage	User Actions	Thoughts/Emotions	Touchpoints	Pain Points	Opportunities
Customization	Personalizes experience	Creative, in control	Settings, preference menus	Hidden options	Surface personalization options more clearly
Complex Task	Engages with advanced features	Challenged, accomplished	Advanced tools interface	Complexity	Provide templates and guided workflows
Integration	Connects with other tools/services	Strategic, efficient	Integration points, API access	Technical barriers	Simplify connection processes, provide templates

Phase 4: Results & Follow-through

Stage	User Actions	Thoughts/Emotions	Touchpoints	Pain Points	Opportunities
Output Review	Examines results of actions	Evaluative, critical	Results display, reports	Difficulty interpreting data	Improve data visualization, add context
Refinement	Makes adjustments based on feedback	Determined, iterative	Editing tools, feedback loop	Unclear how to improve	Provide actionable suggestions
Completion	Finalizes process or task	Satisfied, accomplished	Confirmation screens, success states	Unclear next steps	Clear calls to action for continued engagement

Phase 5: Expansion & Loyalty

Stage	User Actions	Thoughts/Emotions	Touchpoints	Pain Points	Opportunities
Additional Features	Explores secondary features	Curious, adventurous	Feature discovery elements	Feature blindness	Progressive feature introduction
Sharing	Invites others or shares results	Proud, community-minded	Sharing tools, collaboration features	Friction in collaboration	Streamline sharing process, highlight benefits
Feedback	Provides input on experience	Reflective, invested	Feedback forms, ratings	Concern about being heard	Close the feedback loop with responses

Key Decision Points

Based on the diamond shapes in the flow chart, these appear to be critical decision points in the user journey:

1. Initial path selection (likely after onboarding)
2. Method or approach selection (mid-journey)
3. Results evaluation and next steps (toward end of journey)

Emotional Arc

- **Beginning:** Uncertainty, curiosity
- **Middle:** Engagement, challenge, occasional frustration
- **End:** Accomplishment, satisfaction

Recommendations

1. Focus on improving transitions between major phases
2. Provide additional support at decision points
3. Reduce friction in the onboarding process
4. Create clearer success states and completion indicators
5. Develop better visualization of user progress through the journey