User Journey Map

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Goal: Quickly understand whether a logo is visually strong and present clear insights to clients.

Actions	Action 1	Action 2	Action 3	Action 4
Task List	Uploads a logo to the tool using drag & drop.	1. Views spacing, symmetry, and alignment results.	Checks color psychology and contrast accessibility score.	Reviews improvement suggestions.
Feeling	Curious and hopeful that the tool will save time.	Relieved to see visual explanations instead of technical terms.	Confident about communicating color meaning to clients.	Empowered to refine designs with clarity.
Thoughts	I hope this gives me clear insights faster than manual checks.	This makes it easier to confirm what I already see	Finally something I can show clients to justify my color choices.	These suggestions can help me finish revisions faster
Improvement Opportunities	Provide a clean, fast upload experience with instant feedback.	Use simple visual indicators to explain complex principles.	Use easy-to-read color meaning cards and accessibility results.	Provide actionable, practical, beginner-friendly suggestions