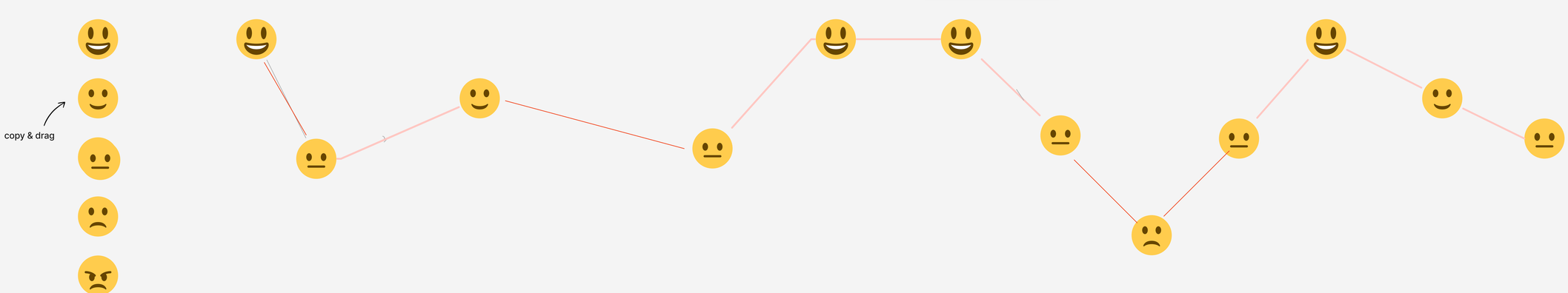
User Journey

Persona: Pablo

Scenario: regular school day in Pablo's life

Expectations

- Lorem
- Ipsum
- Dolor

	At School	On the way home	At home	Meeting friends outside	End of doy
ACTION					
TASK LIST	**Tasks** A. meet up with friends before class B. exchange news, talk about yesterday, show new stickers collection C. at breaks he plays with his classmates sometimes a classmate shows his new toy (today kevin brings his brand new super cool t-rex to school)	**Tasks** A. take school bus with friends B. friends share some leftover sweets they brought from home C. makes plans with friends for the afternoon D. he walks home from the bus stop with his best friends D. on the way they pass a kiosk and some toy stores where they see a lot of things they wanna buy	**Tasks** A. eats lunch B. talks to his mum • about Kevin's new toy • asks to get a new toy himself • about school C. doing his homework D. permission to go out with his friends	**Tasks** A. takes his skateboard B. meets his Kevin C. stop at the shop to get a small treat (ice-cream, lolli, chewing gum) D. spend the afternoon at the skatepark E. Pablo sees some older kids with awesome skateboards, listing to music on a speaker F. Pablo & Kevin stop at the local store to get the the dinosaur his mum allowed him to buy G. counts his money and is missing 2€ (did he loose it at the playground or did he miscalculate at home)	**Tasks** A. arriving home B. ask his parents for help to buy the dinosaur C. eating dinner with the family D. pocket the additional 2€ to buy the toy the next day E. getting ready for bed
FEELING ADJECTIVE	**User emotions** excited to see his friends eager share his news thrilled to show of his stickers and make a good barter jealous, little sad he doesn't have a new toy	**User emotions** hungry charged by sweets eager to tell his mum about his school day curious to check out new toys / sweets	**User emotions** distracted captivated by the toy moody eager impacient frustrated	**User emotions** energetic and excited joyful super happy revved up, challenged but brave longing for new toy excited to buy toy moody, angry, depressed	**User emotions** upset hopeful restless briefly happy (money) down (waiting for tomorrow) mixed feelings (tired, impatient, excited)
IMPROVEMENT OPPORTUNITIES	**Area to improve**	**Area to improve** give Pablo a way to check his finances to see if he can afford to buy something	**Area to improve** use the help of our product to determine if he's allowed to buy something after his homework opportunity to grand extra money as reward	**Area to improve** let him check his balance before option to ask his mum for the missing money on the spot (real-time transfer) while at the shop	**Area to improve** parents could recharge so he doesn't loose the money