OLIVE

USER JOURNEY MAP

UX DESIGN IMMERSIVE COURSE
TASK 2.5
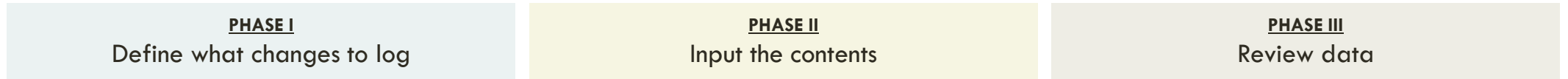
USER JOURNEY FOR AMY

Demographics

- Amy
- 29 years old
- Architectural Designer
- Married, no children
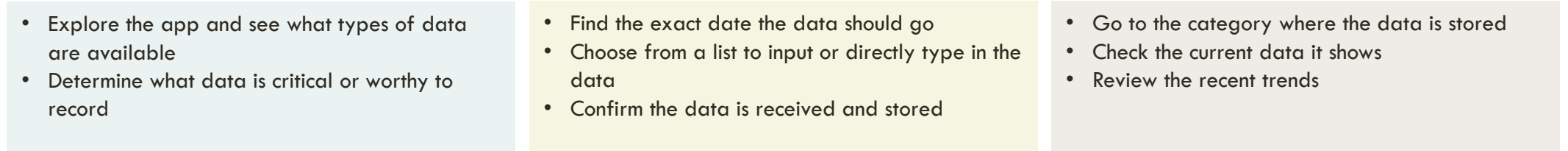- Lives in New York City, USA

Scenario

Amy found out that she was pregnant. It marks a new journey in her life. She wants to make it smooth and memorable. Her goal is to log body change along the way and to monitor the changes are within the normal range. She also would like to put down some emotional moments along the way.
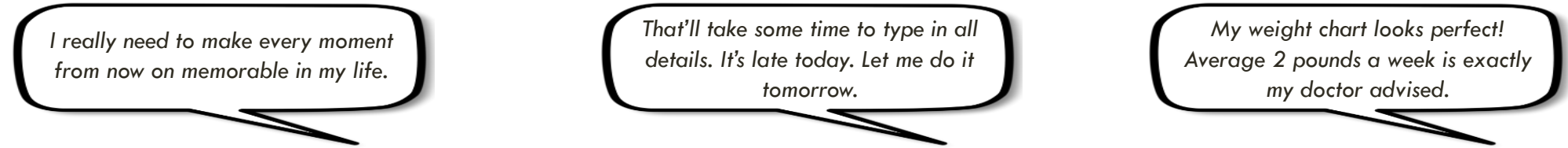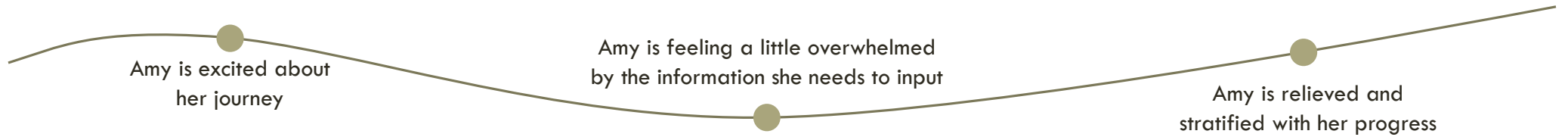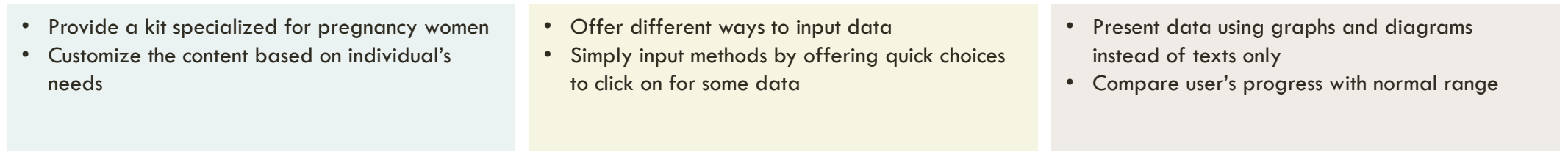
	PHASE I	PHASE II	PHASE III
PHASES	Define what changes to log	Input the contents	Review data
TASKS	• Explore the app and see what types of data are available • Determine what data is critical or worthy to record	• Find the exact date the data should go • Choose from a list to input or directly type in the data • Confirm the data is received and stored	• Go to the category where the data is stored • Check the current data it shows • Review the recent trends
THOUGHTS	*I really need to make every moment from now on memorable in my life.*	*That'll take some time to type in all details. It's late today. Let me do it tomorrow.*	*My weight chart looks perfect! Average 2 pounds a week is exactly my doctor advised.*
EMOTIONS	Amy is excited about her journey	Amy is feeling a little overwhelmed by the information she needs to input	Amy is relieved and stratified with her progress
OPPORTUITIES	• Provide a kit specialized for pregnancy women • Customize the content based on individual's needs	• Offer different ways to input data • Simply input methods by offering quick choices to click on for some data	• Present data using graphs and diagrams instead of texts only • Compare user's progress with normal range

USER JOURNEY FOR JIAN

Demographics
- Jian
- 64 years old
- Retiree
- Married, one daughter
- Lives in Taipei, Taiwan

Scenario
Jian has the pre-diabetes issue. He needs to watch his blood sugar level closely to prevent developing any type of diabetes. And he doesn't want his families to worry about his health. His goal is to measure blood sugar, record it, and share with his daughter, who is worried about his health condition.

	PHASE I	PHASE II	PHASE III
PHASES	Measure and transfer data	Review	Share
TASKS	• Find a device to measure blood sugar level • Link the device with the app • Transfer data from the device to the app • Confirm the data is transferred correctly	• Go to the category where the data is stored • Check history data the app stores • Review graphs of recent trends	• Connect with daughter's account • Share the data with daughter
THOUGHTS	*I really need to watch blood sugar level regularly to prevent diabetes.*	*I would like to see how well I did in managing blood sugar level recently.*	*My daughter doesn't have to worry about my pre-diabetes. I think I could take care of it.*
EMOTIONS	Jian is alert to the blood sugar level	Jian is satisfied with recent blood sugar level.	Jian is happy to share the progress with his daughter.
OPPORTUITIES	• Provide data transfer features for basic medical devices	• The ability to show most-used data based on user's history • Present graphs of recent trends and compare with normal range	• Share information with families • Provide security measures to protect privacy.

USER JOURNEY FOR MATTHEW

Demographics
- Matthew
- 24 years old
- Software Engineer
- Single
- Lives in Montreal, Canada

Scenario
Matthew started his career a few years ago as a software engineer. He doesn't have as much time to exercise as he was in college. He gained some weight and feels fatigue from time to time. His goal is to establish workout routine and to enjoy sports with his friends, just like what he used to do in school.

	PHASE I Set up the workout goal and reminder	**PHASE II** Input/monitor data	**PHASE III** Review data and share with friends
PHASES			
TASKS	• Go to the exercise category to find set up goal • Explore preset options and determine which fits best • Set up the goal and reminder	• Use wearable device while exercising • Connect device with the app • Confirm the data is stored in the app	• Check the recent workout history • Review the data with graphs and compare with the goal • Post it in the social media
THOUGHTS	*I hope I could be as energetic and fit as I was in college. I need to act right now.*	*I wish daily workout could be logged effortlessly.*	*I am so proud that I've followed the routine and achieved my goal this month.*
EMOTIONS	Matthew is eager to establish workout routine	Matthew feels annoyed about inaccurate tracking of some types of sports.	Matthew is satisfied with his progress.
OPPORTUITIES	• Provide options of workout goal to choose from and some easy-to-follow advice • Reminders to accomplish the goal	• Wearable devices integration • More precise tracking and data transfer of various types of sports and exercises	• Present data using graphs and diagrams instead of texts only • Share the progress via social media