

User Journeys

Mapping how Emily and Mark will encounter getxpert App.

Mark's Journey Map

Journey 1 helps us see the path that Mark takes after he's exhausted the easy & free options for finding solutions.

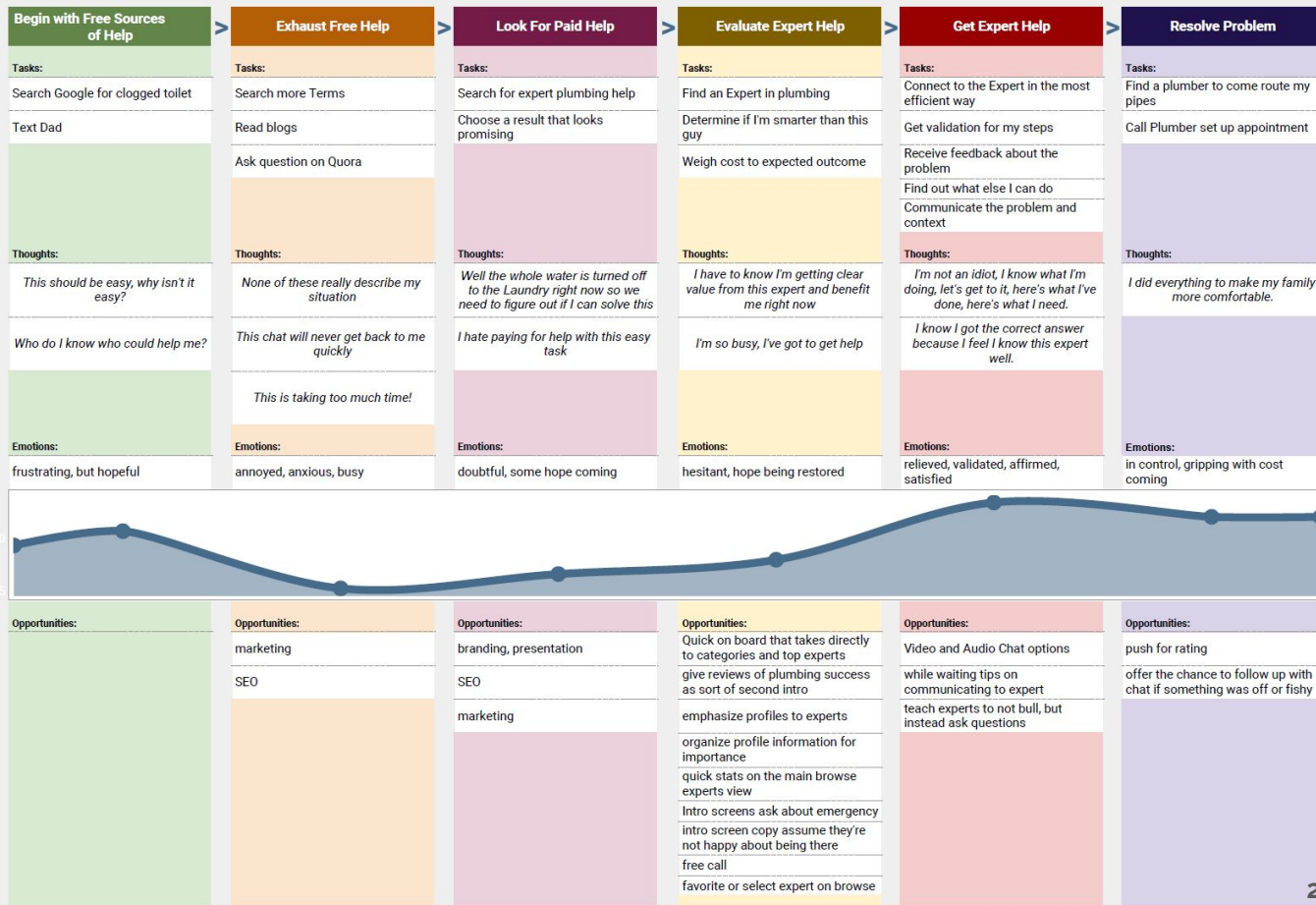
It offers us a bigger picture into the mental mode he is in before he comes in contact with the App for the first time

Mark

Mark's Toilet has been blocked up and he's exhausted his knowledge of solutions

Goals:

- Diagnose problem
- Confirm steps already taken
- Find out further actions
- Unclog toilet



Mark's Mental Model Map

Mark's Mental Model Map for a similar problem seen in Journey 1, zooms into his actual first time use of the App.

This Mental Model Map gave me insights into a possible feature to separate users into an “emergency” or “urgent” path. It also solidified the option of offering tips for communicating with the expert during the wait for connecting with the expert.

Needs a quick solution to problem (mental space)			
		Chooses Video Chat	
		Waits to Be connected	
		Communicates Problem	
		Tells Context	
	Searches for Topics or Problems Words	Explains Steps Taken	
	Browses Experts	Asks Questions	
	Evaluates Expert	Listens to Responses	
Download and Open App	Weights Cost per Expected Value	Asks More Questions	
Learns what app can do	Chooses Expert	Listens to Responses	Ends Call
Doesn't enter payment information	Enters Payment Information	Ask and Receives Final Solutions	Closes App
Evaluating App as Tool	Browse for Experts	Get Solution	Finish
Expert App	Organize Experts into problem topics	Video Chat	Quick request for ratings
Introduction Screens	Quick view of Expert to pick a few of the	During Wait time give Tips	Sign up, payment info
Onboarding quick	Top 5 available for Emergency		
Emergency function?	Available Experts only		
Straight to Topic and top available	Trial Use		
	Quick view of Expert to pick a few of the		
	Expert Suggestion for Emergency		

Emily's Journey Map

Emily's Journey 2 map shows us a zoomed in encounter with the App.

It shows us she is already at in low place when we approach her with paying and her expectations for getting a solution.

Many insights about onboarding and gaining trust and hopefulness can be seen.

Emily

Emily can't figure out how to get her paint to set the way she wants it on her vanity. Even after extensive research she couldn't find answers and has just found the Expert App.

Goals:

Get her paint to set the way she wants it

Give up and move on or get real hard concrete ways to get it right

Learn what supplies or techniques she needs to plan for tomorrow

Get better at home decor projects

