

PHASE TWO: DEFINE

 User journey map

STEP 1: BEFORE

STEP 2: IN PROGRESS

STEP 3: AFTER

Scenario

Describe the history and context before journey.

During a break at work, Kasia browses Instagram. She sees an ad featuring her favorite breed of dog: the husky. Below the photo is a description. The dog has already had two surgeries and the shelter is looking for a virtual guardian, who will give financial support for rehabilitation this pet.

Kasia clicks on the ad and goes to the website where she learns more about the possibility of virtual adoption. She feels it could be something for her. She saves the page and goes back to work. In the evening, she downloads the application and registers.

Goals and expectations

- Registration in app and virtual adoption particular dog.
- Emotions and bonding with the dog.
- App are offers more than virtual adoption which is only for pay donations.

ACTION	DISCOVER	LEARN	ACTIVATE	USE	IMPRESSION	REFFERALS
	· Kasia is browsing Instagram and notices an app ad. She clicks on the displayed link and goes to the landing page.	· Kasia scrolls down the page and catches the headlines. She finds out that the adoption is virtual and takes place via the mobile application.	· Kasia installs applications · She enters data about herself to become a new guardian · She confirms registration by clicking on the activate link in e-mail	Kasia is looking at pictures of dogs. She adds some of them to favourites. In the evening, she comes back to her decision and adopts one of the previously selected dog. She have to choose payment method: subscription or one-time payment. There are two options of adoption. She chooses one of them.	When payment is done, Kasia receives a virtual guardian certificate. She can share it on her social media. After that, Kasia gets the first “thank you message” from her pet. The dog asks her to buy him accessories. Kasia buys one of the things in the store. She chooses a collar. She doesn’t worry about the size because it’s set by default for her dog.	After work, Kasia receives a notification. This is a picture of her pet wearing a new collar! Kasia is happy that the dog got something useful and from her. She feels motivated and calls to her friend to tell about it.
PAINS & PROBLEMS	· Kasia hears about such a thing as virtual adoption for the first time and doesn’t know, who are the advertiser.	· Unreadable page, no information about the foundation, no SSL certificate, no contact details will not inspire trust.	· The e-mail with activate link doesn’t receive. · The form blocks the password she provided for security reasons. · The form requires too much data or contains incomprehensible required inputs.	· There are no pictures or descriptions of pets. · The payment process is difficult. There are no quick payments. The confirmation of payment doesn’t receive. · She added some pets to favourites but while she returned to app, the liked dogs are gone.	· Too long process of sharing the certificate, discourages you from doing it. · No return button in case that the user starts shopping and change his or her mind.	· Purchased products are not available.
TOUCHPOINT	· Instagram · Ad	· Landing Page	· Mobile App · Mailbox	· Mobile app · Banking app	· Mobile App · Particular social media app: Instagram or Facebook · Banking app	· Mobile App · Push notification
EMOTION	· Kasia is curious about what virtual adoption is. She is also worried whether there is a scam. 🤔	· Kasia is curious and at the same time alert. 🤔	· Annoyance because she can’t preview the app without creating an account · She is nervous when the confirmation and activation email didn’t arrive immediately after creating the account 😞	· Kasia is upset because of amount of dogs which are looking for a home. She feels needed and believes that she will change the fate of one of them. 😞	· Excitement, fascination, motivation to go through the entire app and try out its features. · Wanting to share great news with others. 😊	· The happiness of having your own pet. · Positive suprise caused by the received photo of the dog. 😊
IDEAS & PLANS	· Advertising releases emotions, sadness and calls to stop being indifferent to the animal suffering.	· The landing page contains: happy stories of virtual adoption, comments from satisfied guardians with photos of their pets, statistics like: how many dogs were helped, how much money was raised; the language of benefits, sad statistics (how many dogs go to the shelter each year and how many find homes, how many the average number of years a dog stays in a shelter, etc.) · Designer should take care of a modern layout, include contact details. Website should be secured with an SSL certificate. To inspire trust, designer should enrich it with positive testimonials from current users.	· The login form should be simple and encourage quick registration. Designer should be sure that the e-mails with activate link works properly. · The data is saved when the application is turned off. Two-factor authentication required (it is possible that someone will want to connect their card in the application). · When reopened, the app asks the user if they’ve decided to adopt and want to see their favourite puppies. YES - goes to favourites. NO - returns to the main panel.	· The quick payment as gateways for convenient deposits · Notifying user of a successful or failed transaction. · Gratification after adoption could be a confetti with photo of the adopted dog. User should also get a certificate to share it on social media or download it to user’s phone. · Designer shouldn’t create too many adoption’s options, just two or three are enough: · Basic: one-time or recurring payment determined by the user, the possibility of shopping in the STORE. · Plus: permanent subscription, access to the piggy bank and the possibility of making an appointment for a walk, the possibility of shopping in the STORE. · Featured which automatically moved user to particular category in the store by clicking on the dog’s list of needs.	· Some dogs cannot eat certain things, so the user should be informed about this and not be able to purchase the treat/food.	· The user has the option to share a photo of the dog. The photos are stored in the library.