

User journey map

Steps

What is each step of the user journey?

Actions

What action does the user take during each step?

Goals & experiences

What is the user trying to accomplish?

Feelings and thoughts



Pain points

What's not working well? What causes friction?

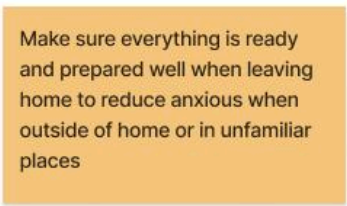
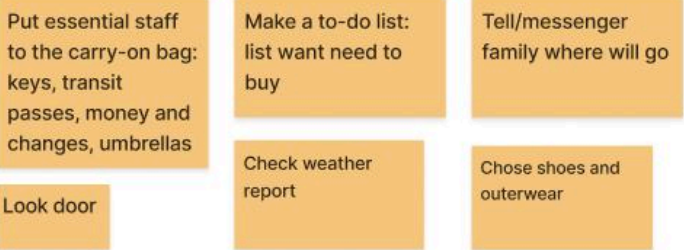
How many people does this affect? On a scale of 'nuisance to show-stopper', how bad is this pain?

Opportunities

How might we address these pain points? How big is the opportunity if correct this pain point?

What are new ways to serve this person?

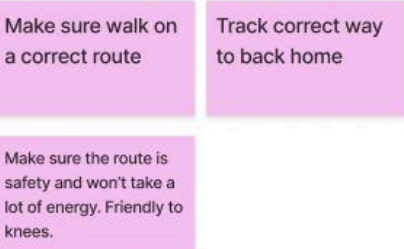
Preparation before leave home



- 1. Forget the time leave home
- 2. Forget the place where I put keys, bags, and other belongings.
- 3. Forget what need to buy
- 4. Forget to check weather before leaving home
- 5. Hard to choose correct clothes according to the weather
- 6. Forget to tell family members I go out of home
- 7. Forget to turn of stove or electricity

- 1. Set daily reminder at scheduled time
- 2. Broadcast weather and clothes recommendation
- 3. Log to-do list
- 4. Automatically send notification to guardian when leaving home raider

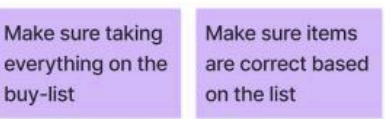
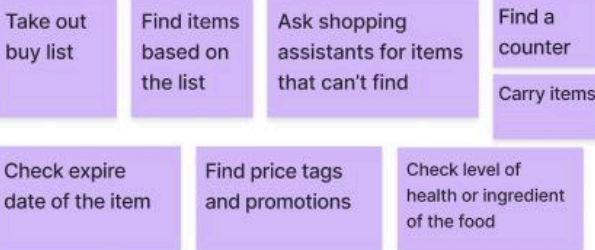
Go to stores



- 1. Check real-time traffic
- 2. Check bus/subway schedule
- 3. Walk on the correct path
- 4. Watch out traffic light
- 5. Watch out roadblocks

- 1. Search destination address and show real-time navigation on the AR glasses
- 2. Automatically record the user's frequently visited places and walking habits, and generate personalized recommended routes
- 3. Virtual assistants not only provide navigation, but also interact with users through friendly voices, reducing the loneliness of walking alone
- 4. Combine geographic location and time to intelligently remind users of regular activities

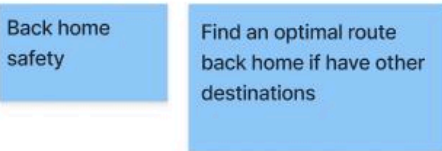
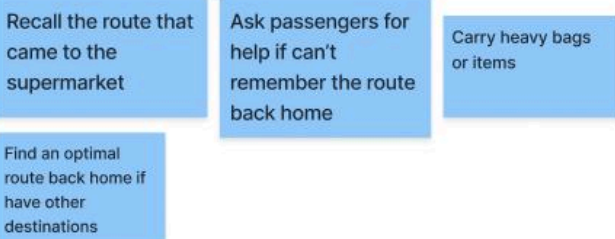
Grocery shopping in store



- 1. Don't know where the item I want to buy is in the market
- 2. Can't remember what I need to buy
- 3. Hard to find a shopping assistant
- 4. Can't to find daily or weekly promotion in the market
- 5. But recent expired food or items mistakenly
- 6. Can't count the total price fast to see whether exceed bugets

- 1. Show promotion of selected shopping places or markets on the smartphone
- 2. Show price on the glass when user put the item in front of glass and scan it
- 3. Locate counter and exit when voice ask for help from glass
- 4. Scan items on glass to mark buy list to completed and broadcast remaining items before go to counter

Back to home



- 1. No free hands to carry more staffs when finishing shopping
- 2. Feel anxious when make digital payment where there is a long line wait behind
- 3. Slowly call a taxi or family when the weather suddenly changed
- 4. Suddenly forget the route back home

- 1. Automatically start navigation when step out supermarket or the last coming place when leaving it
- 2. Provide family members with visual safety reports, including the user's daily travel habits and activity range
- 3. Provide a "successful task completion" feedback mechanism to enhance user confidence through encouraging statements and data (such as step count records, route completion rate)
- 4. Provide offline navigation mode and low-battery optimization solutions for situations where users may not be familiar with the network or device power usage

Store and place groceries



- 1. Forget the place for certain category
- 2. Forget the expire date of certain fresh food or short storage groceries
- 3. Forget to wear off shoes
- 4. Forget to put belongings back to original places
- 5. Forget where ingredients or food are stored

- 1. Scan item on the AR glass/smart phone when place/store it at certain place at home
- 2. Broadcast and reminder putting belongings back to original place
- 3. Show and locate finding item that stored at home