Jessica's

Journey Map

Jessica loves traveling has already discussed going on a trip in 10 months with her fiancé James and her two friends, Alli and Ian. They all mentioned somewhere in South America would be really fun.

Jessica decided to download and use the Let's Go Amigo app to help her plan a trip to South America with her friends.

TOUCHPOINTS

FEELINGS

- Excited about planning a trip
- Anxious about if it's a difficult process
- UI seems to be easy to use so far
- Skeptical if app is secure enough to connect social accounts
- Chooses email option to sign up
- Hesitant about sharing friend's emails
- Frustrated about not having another way to invite friends
- Relaxes and decides she will apologize later and adds their emails
- Happy that choosing her preferred date to be very easy
- Slightly annoyed she's not sure what her unavailable days are off hand.
- Happy about how easy it was to mark unavailable days
- Struggles at first thinking of three places
- Stressed about narrowing 5 ideas down to 3
- Glad that she at least narrowed it down to three
- Excited about writing about the things she wants to do
- Annoyed by the budget question, not sure why that's there and how visible it is
- Happy about the short and easy process.
- Anxious about if her friends will also do and wondering how she will know

	DOWNLOAD	SIGN UP	INVITE	CALENDAR	PLACES	PREFERENCES	SUBMIT
THOUGHTS	• Why to I have to go to this appointment? • I hope there is nothing wrong with me. • I should remember to tell my doctor about this problem I had for weeks.	• Why to I have to go to this appointment? • I hope there is nothing wrong with me. • I should remember to tell my doctor about this problem I had for weeks.	• Why to I have to go to this appointment? • I hope there is nothing wrong with me. • I should remember to tell my doctor about this problem I had for weeks.	• Why to I have to go to this appointment? • I hope there is nothing wrong with me. • I should remember to tell my doctor about this problem I had for weeks.	• Why to I have to go to this appointment? • I hope there is nothing wrong with me. • I should remember to tell my doctor about this problem I had for weeks.	• Why to I have to go to this appointment? • I hope there is nothing wrong with me. • I should remember to tell my doctor about this problem I had for weeks.	• Why to I have to go to th appointment? • I hope there is nothing wrong with me. • I should remember to tel my doctor about this problem I had for weeks.
OPPORTUNITIES	• Integrate appointment communication into the Patient App. • There might be no need for a phone call at a.. The Patient App can send push notifications, reminders, or have more kind of appointment calender.	• Integrate appointment communication into the Patient App. • There might be no need for a phone call at a.. The Patient App can send push notifications, reminders, or have more kind of appointment calender.	• Integrate appointment communication into the Patient App. • There might be no need for a phone call at a.. The Patient App can send push notifications, reminders, or have more kind of appointment calender.	• Integrate appointment communication into the Patient App. • There might be no need for a phone call at a.. The Patient App can send push notifications, reminders, or have more kind of appointment calender.	• Integrate appointment communication into the Patient App. • There might be no need for a phone call at a.. The Patient App can send push notifications, reminders, or have more kind of appointment calender.	• Integrate appointment communication into the Patient App. • There might be no need for a phone call at a.. The Patient App can send push notifications, reminders, or have more kind of appointment calender.	• Integrate appointment communication into the Patient App. • There might be no neec a phone call at a.. The Patient App can send pu notifications, reminders, have more kind of appointment calender.