

# MENTAL MODEL & USER JOURNEYS

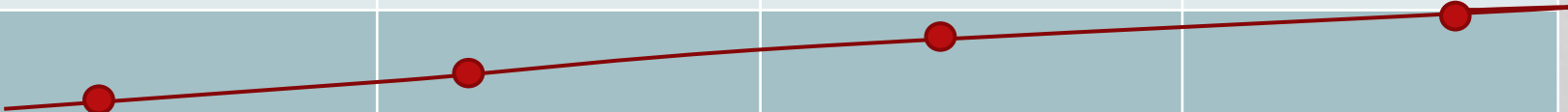


# USER JOURNEY MAP - BETTINA

**Scenario:** Bettina is a well-balanced person, who works as a life coach. From her three daughters only one lives at home, the other two are studying. She thinks about selling her house, therefor she looks for artisans to get some smaller things repaired in the house, so that she can sell it for a good price.

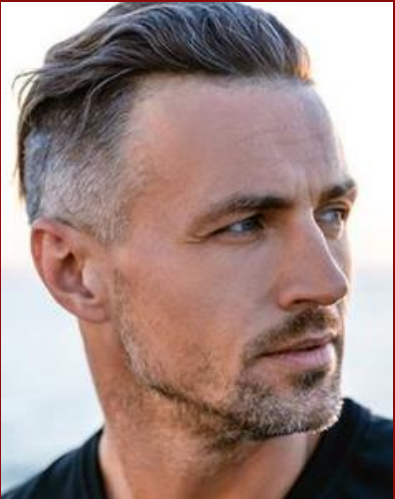


Age: 50  
 Family: married, mum of three  
 Education: University  
 Occupation: Life coach  
 Location: Burghausen

	<b>Phase 1</b> <b>Get familiar with the app</b>	<b>Phase 2</b> <b>Choose an artisan for the requested problem</b>	<b>Phase 3</b> <b>Get the needed help and be satisfied with the performance</b>	<b>Phase 4</b> <b>Rate the artisan</b>
<b>Tasks</b>	<ul style="list-style-type: none"> <li>- Download</li> <li>- Open app</li> <li>- Sign in / sign up</li> <li>- Onboarding</li> </ul>	<ul style="list-style-type: none"> <li>- Choose the right theme you're looking for</li> <li>- use filters to find the suitable provider</li> <li>- Use the searchbar</li> <li>- Compare several artisans</li> </ul>	<ul style="list-style-type: none"> <li>- Contact the artisan and speak to him about the specific problem</li> <li>- Get good advice</li> <li>- Make an appointment if needed</li> </ul>	<ul style="list-style-type: none"> <li>- Click stars (1-5)</li> <li>- Write a review about the performance</li> <li>- Upload fotos of the work</li> </ul>
<b>Thoughts</b>	<i>„I'm a Newbie with using Apps“</i>	<i>„This is easier than I thought“</i>	<i>„That was really quick and by testing this service, the first advice was even for free!“</i>	<i>„Wow, what a great service“</i>
<b>Emotions</b>	 <p>Unsure if able to operate the app and navigate through it.</p>	Feeling of success.	All expectations exceeded.	Satisfied with all the experience
<b>Opportunities</b>	Build the service as easy that also unexperienced users have no problems, points of frictions or pain points.	Costumer loyalty	Offer first advices for free or offer a deposit for downloading the app. Also a good promo detail.	Good ratings from satisfied users lead to good recommendations.
<b>Goals &amp; Expectations</b>	Get along with using the app and navigate through it.	Find a suitable artisan and book it for her needs.	Receive a good advice/consulting and see the hohg-quality results.	Easy way to rate and use the service again.

# USER JOURNEY MAP - ALEX

**Scenario:** Alex is a very busy father of three. Now the flat is too small for three kids, he and his wife are relocating in a house. Both for the old flat and the new house he needs several artisans doing different works.



Age: 46  
 Family: married, dad of three  
 Education: University  
 Occupation: Food industry  
 Location: Wasserburg






	<b>Phase 1</b> <b>Search for artisans services</b>	<b>Phase 2</b> <b>Looking at the portfolio</b>	<b>Phase 3</b> <b>Scan ratings and decide for a provider</b>	<b>Phase 4</b> <b>Contact artisan and determine the problem</b>
<b>Tasks</b>	<ul style="list-style-type: none"> <li>- Browse for specific theme</li> <li>- Filter for availability</li> <li>- Filter for local providers</li> </ul>	<ul style="list-style-type: none"> <li>- Check if skills fit to needs</li> <li>- Align if provider even could cover more needs / help with further problems</li> </ul>	<ul style="list-style-type: none"> <li>- Filter by rating stars (only &gt;4*)</li> <li>- Check the suggested price</li> </ul>	<ul style="list-style-type: none"> <li>- Decide for way of contact</li> <li>- Reach for a call-back</li> </ul>
<b>Thoughts</b>	<i>„Hopefully somebody is available and can help us.“</i>	<i>„Maybe the relocation provider also offers up- and down movement of the kitchen“</i>	<i>„No more drama with unskilled personnel. And no price gouging“</i>	<i>„I need to trust and rely on the artisan“</i>
<b>Emotions</b>	Not sure if somebody is available in that short-term.	Make the best out of it	Satisfied with good ratings and reviews or even photos of works	Pleased that he found a suitable artisan for his theme.
<b>Opportunities</b>	Offer adequate number of providers.	Artisans covering several tasks (e. g. everything with wood) are a big benefit.	Offer a broad range of filters.	Making a cost estimate is possible by depicting the problem by photos or video.
<b>Goals &amp; Expectations</b>	Find an artisan in this short-term.	Find somebody, who offers an all-in service for the kitchen incl. Water connection.	See several ratings of providers and have a choice.	Find reliable artisans.

# USER JOURNEY MAP - TOM

**Scenario:** Tom is 23 yrs old. He just moved from the outback to Munich in his first own flat. He works as a responsible for taxes at municipality. It's his first time booking an artisan.



Age: 23  
Family: single  
Education: Bachelor  
Occupation: municipality (taxes)  
Location: Munich

	Phase 1 Get familiar with the app	Phase 2 Choose an artisan for connecting the dishwasher	Phase 3 Get the needed help and be satisfied with the performance	Phase 4 Rate the artisan
Tasks	<ul style="list-style-type: none"><li>- Download</li><li>- Open app</li><li>- Sign in / sign up</li><li>- Onboarding</li></ul>	<ul style="list-style-type: none"><li>- Choose the right theme you're looking for</li><li>- use filters to find the suitable provider</li><li>- Use the searchbar</li><li>- Compare several artisans</li></ul>	<ul style="list-style-type: none"><li>- Contact the artisan and speak to him about the specific problem</li><li>- Get good advice</li><li>- Make an appointment if needed (or watch Tutorial)</li></ul>	<ul style="list-style-type: none"><li>- Click stars (1-5)</li><li>- Write a review about the performance</li></ul>
Thoughts	<i>„I never booked an artisan – sometimes it's always the first time.“</i>	<i>„I hope, the application is completed and the artisan doesn't need additional material“</i>	<i>„Am I capable to do the work on my own?“</i>	<i>„I better trust a professional. No Experiments“</i>
Emotions	 How much will that cost?	 Are there additional costs?	 Tutorials are a good feature.	 Really quick help for a good price.
Opportunities	Technically unexperienced users can get 'quick help.	Choice to ask the artisan to bring own material (tubes, clips, seals, etc).	Tutorials with a rating of needed skillset in a way of traffic lights and recommendation. 	Several standard works like connecting washing mashine or dishwasher have a lump sum.
Goals & Expectations	Quick help for a good price.	Getting an appointment within a week.	Use the dishwasher the same day the artisan was here.	All expectations exceeded.