

Composing a user journey

What is a journey

A user journey captures the activities and associated mood of one person during a day. The aim of creating a journey is to indicate the occasion of positive and negative events. This information will be used to create and invent improvements. In the journey we focus on the moments of social interaction before, after or in between educational activities. This way, we collect the needs and possibilities to improve social interaction among campus users in both virtual and physical ways.

How

During the interview, we will interactively map your full day on campus. This can be a combination of parts of representative days or simply yesterday. The following topics will be incorporated in the interview, which are all related to your daily activities:

- Length and moment of your day activities;
- Mood during the day (on a scale from 1 to 5, from very annoyed to very pleased);
- Problems or remarks which arise during the activity;
- Thoughts which arise during the activity.

During the first part of the interview we will focus on your interpretation of social cohesion. Therefore, we will ask the following questions:

- What does social cohesion mean to you?
- How important is social cohesion for you? (rate on 5 points scale)

During the mapping of activities, we will focus on the relations between these activities and social cohesion.

After composing the journey, we focus on 'redesigning' moments of truth. Zooming in on a specific activity, we ask the following questions:

- Why is this a crucial moment?
- What could be the effect of changing this moment?

Why

The user journey is derived from the customer journey. A method companies use to match their products to their customers in a better way, by looking at the full service a product can deliver. It is a design thinking tool. Incorporating the ideas and opinions of end-users is, in our opinion, the starting point for new plans and effective solutions. By focussing on the full sequence of activities, clashes between activities and underlying inefficiencies can be revealed. These insights help us to understand the inconveniences, that keep you away from having social interactions. It gives input to design a seamless experience for you and your co-workers in the near future.

Data and duration of the interview

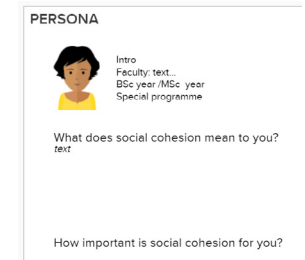
The collected data will be made anonymous. If you have special preferences concerning specific information you can always tell this before, during or after the interview. To make sure no information will be lost, we would like to record our conversation. This record will only be used to make the journey and will not be shared with others. If you do not want our conversation to be recorded, just inform us at the start of the interview. The total interview will take up to 45 minutes of your time. After the interview, we will send the journey for further verification. If you have any questions, please do not hesitate to ask us any time. You can reach out to Nienke via email: nienke.scheenaart@rhdhv.com

Interview process:

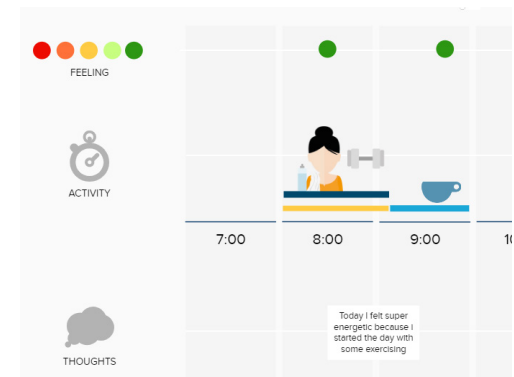
- 1 **Before the interview:**
enrol for 1 date by clicking on the button
- 2 Fill out the microsoft form - consent user journey interview

- 3 **During the interview:**
we work together in an interactive platform called mural to map your journey in steps 3 - 5

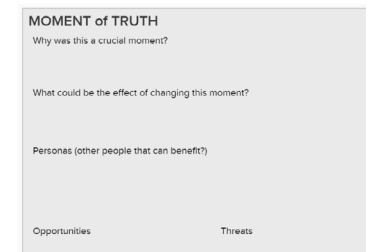
Starting with the persona



- 4 **Mapping your day**



- 5 **Defining the moments of truth**



- 6 **After the interview:**
A collaborative feedback session will take place. More information will be shared with you later.