

JASMINE WELSEY

"As long as it gets the job done in style!"



AGE: 24
 JOB: Grad student & part-time UX designer
 FOCUS: Tech
 STATUS: Single
 EDUCATION: Georgetown University
 LOCATION: Washington, D.C.

Needs & Product Goal

Jasmine wants a fashionable and durable bag that will provide safety, comfort and plenty of space for all her personal belongings and school material! As a woman, living in a city and walking to and from school can often times feels unsafe, so a safety feature on the bag is important. Different compartments and spacing is key for holding all her possessions.

Frustrations

- Does not like having to search around for things, easily accessible
- One big mess, things are better when compartamentalized
- Everything getting tangled together
- No personal touches in things, everyone looking the same

Personal Goals

SHORT TERM

- Do well in school
- Get a full time position in the company she is currently working in once she graduates
- Find more time to spend with friends and family
- Go on more outdoor excursions and hikes near the DMV area

Personality

FOCUSED MOTIVATED
 JOYFUL LOYAL
 EXTROVERT PASSIONATE

SOFTWARE & APPS



BRANDS





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"An efficient, organized and visually pleasing interactive environment is key for productivity."

JOURNEY MAP for Organizational Lifestyle App – LVRGNZ

	Sign-Up / Registration	On-Boarding	Getting Started	Use	App Feedback
Channels					
Touchpoints	<ul style="list-style-type: none"> New User Use pre-existing accounts from other apps Email & identity verification 	<ul style="list-style-type: none"> Product demo Tips & Tricks Smart guide 	<ul style="list-style-type: none"> Linking inbox Syncing calendars Linking other communication apps 	<ul style="list-style-type: none"> Creating Lists Linking reminder notification Task notifications 	<ul style="list-style-type: none"> Star-ratings Written responses Facial expressions, emojis
Pain points	Does not include Two-Factor authentication: "Would like to have an extra safety net for personal matters!"	After the initial demo, tips are a bit hard to find in the app	"Some times Zoom crashes down when I click on the link directly from the app."	"I love having customizable designed lists, would love to see this for task notifications too!"	"The frequency of rating pop-ups get quite frustrating"
Emotions					
Possible Solutions / Opportunities	Create Two-Factor authentication option either through pre-existing apps or text	Create a more evident "Tips & Recommendations" link and demonstration	Troubleshoot, debugging	Have the ability to customize the design of your Tasks notifications (colors, emojis, fonts)	Add a rating feature in the web version Make it pop-up less in the mobile app