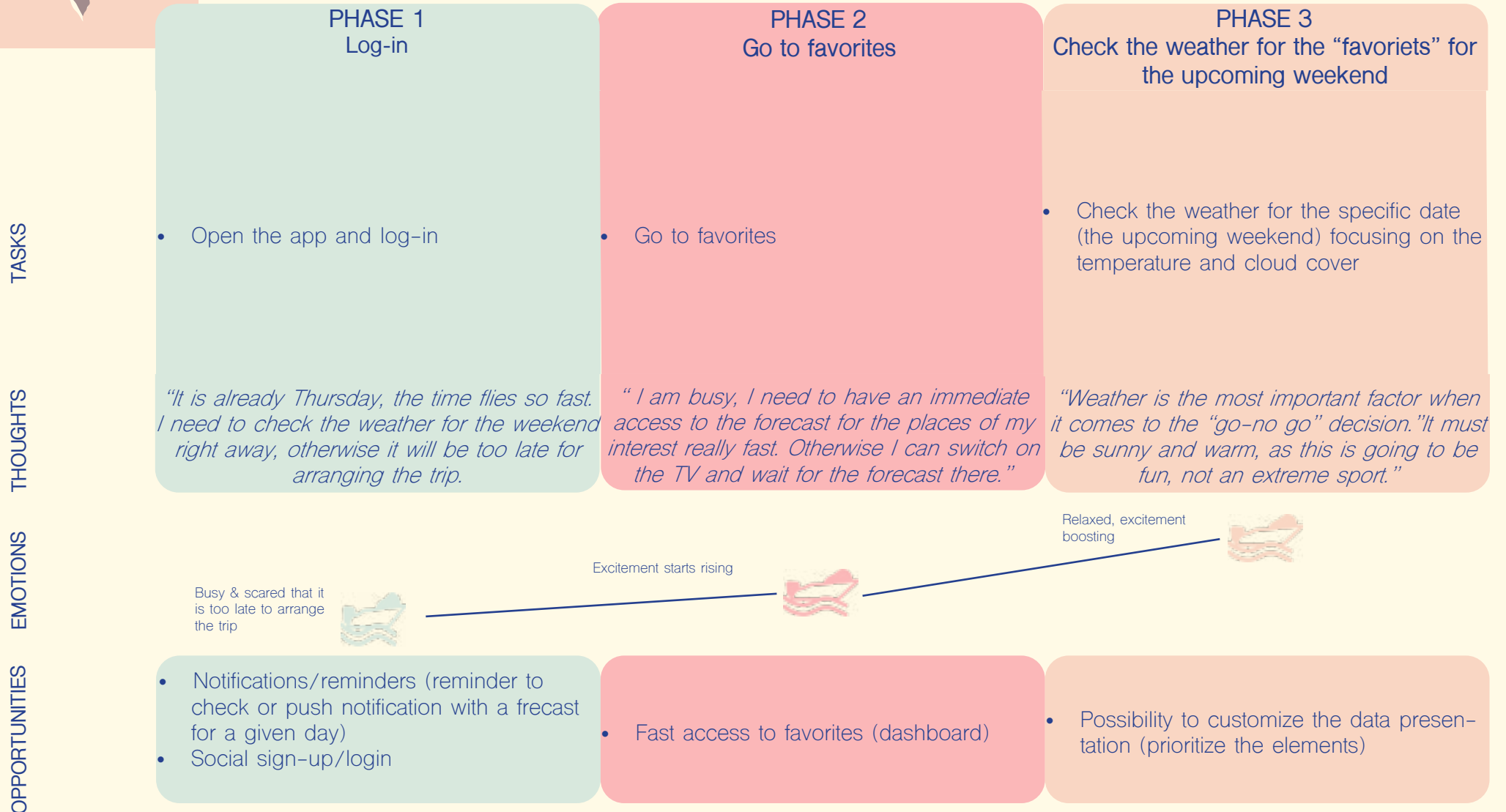# WOJTEK'S USER JOURNEY

- 28 years old
- single, living in Warsaw, Poland
- working in media.

SCENARIO: It is Thursday morning. Wojtek is in the taxi cab heading for a business meeting with his client. He wants to use this time to check the weather for the upcoming weekend (as he suddenly realizes that the weekend is already just around the corner), so that he and his friends can decide whether to plan a trip to the lake or rather stay in the city.

	PHASE 1 Log-in	PHASE 2 Go to favorites	PHASE 3 Check the weather for the "favoriets" for the upcoming weekend
TASKS	• Open the app and log-in	• Go to favorites	• Check the weather for the specific date (the upcoming weekend) focusing on the temperature and cloud cover
THOUGHTS	*"It is already Thursday, the time flies so fast. I need to check the weather for the weekend right away, otherwise it will be too late for arranging the trip.*	*" I am busy, I need to have an immediate access to the forecast for the places of my interest really fast. Otherwise I can switch on the TV and wait for the forecast there."*	*"Weather is the most important factor when it comes to the "go-no go" decision."It must be sunny and warm, as this is going to be fun, not an extreme sport."*

EMOTIONS

Busy & scared that it is too late to arrange the trip

Excitement starts rising

Relaxed, excitement boosting

OPPORTUNITIES	• Notifications/reminders (reminder to check or push notification with a frecast for a given day) • Social sign-up/login	• Fast access to favorites (dashboard)	• Possibility to customize the data presentation (prioritize the elements)

PIOTR'S USER JOURNEY

- 50 years old
- living with his wife in Warsaw, Poland (their kids have already moved out)
- working in marketing.

SCENARIO: Piotr and his wife are planning a trip to Greece. They do not want to stay in one location all the time though, but to drive around visiting a range of interesting places. Piotr has already prepared their route and now he wants to create an account and save the planned locations to favorites in a new weather app, so that the data for these locations are always available right after opening the app on any of his devices.

	PHASE 1 Creating an account	PHASE 2 Searching for the locations and add to favorites (desktop)	PHASE 3 Enjoying the view of all his "favorites" (desktop)
TASKS	• Perform the sign-up process	• Perform search for a specific location • Look at the weather focusing on air and water temperature and waves • Add the location to "favorites" • Repeat the steps for all the locations from the list	• Switch to dashboard/favorites to see the forecasts for "favorites"
THOUGHTS	*"I hate this. It's really boring and annoying. And again I need to remember another password."*	*"Really excited to swim there, looks like the conditions are already perfect. I only hope that i will not be surprised by being far from the shore."*	*"Ready to go!"*
EMOTIONS	Bored and irritated	Excited	Relaxed & happy
OPPORTUNITIES	• Social sign-up/login	• Fast/easy access to "finder" • Possibility to customize the data presentation (prioritize the elements) • Thunderstorm alert	• Favorites on dashboard