

nēdl

Journey Map Points

nēdl			
Key points of journey map as persona drives to school and tries to use the nēdl app	Emotional State		Key
1. Linda opens the nēdl app as she settles into the driver's seat ready to head to school.	Good		Good
2. Linda uses "Search by Artist" to find "Jay-Z" and a big list of radio stations appears. She chooses a station and hits the road!	Good		Meh
3. When a commercial begins, Linda looks at the other search results, but she can't read the text while driving.	Meh		Bad
4. She taps the search results randomly to change stations and avoid the ad. It's rap but it sounds Turkish and that's not what she wants to hear on her morning commute.	Bad		
5. She comes to a red light and decides to try to listen to a morning show, she likes the banter and conversation while she's alone in the car.	Meh		
6. Linda gets honked at because she is entering text and doesn't see the green light.	Bad		
7. Linda is now in heavy traffic and wants to find some music to ease her mind.	Bad		
8. She knows it's dangerous but she takes the risk and types "chill" into the keyword search. She swerves and causes people to honk.	Bad		
9. Linda gives up, closes the app and turns on the radio in her car.	Bad		