

USER JOURNEY (belco)

INTRODUCTION: Right after having a Dirks presentation about the User journey, we were assigned to make a quick user journey for Belco's users. What would be their actions, pain points and emotions throughout the journey.

TASK DIVISION: Tasks were divided among the group: I gave the user a **story** and character (the text on the right) and helped thinking and **brainstorming** the journey of the user. Under this picture is link that'll take you to the user journey made in Figma.

The collage includes several user journey maps and a list of steps. On the left, a map titled 'NEWCOMER NELSON' shows stages: EXAMINE, ELECT, EVALUATE, and ENTRUST. In the center, a map titled 'Desktop - 1' shows stages: ACCESS, CHOOSE, SHARE, and RESERVE. On the right, a map titled 'User journey map' shows stages: ACCESS, CHOOSE, SHARE, and RESERVE. Below these maps is a list of steps for a student's journey.

Student thinks about a short term study abroad

1. Student starts researching programs
2. Students come across Belco's Social Media
3. Student researches Belco
4. Student Researches Belco's Programs, and locations
5. Student cannot find clear info and gets mad
6. Student finds it and feels okay
7. Student has questions and asks these to service
8. service does not respond and student feels

<https://www.figma.com/design/h1HcyYYeLHspVdMG3mz2Nn/Belco-Figma?node-id=69-57&t=MmsJ0MpgZKLxYn8V-0>

CONCLUSION AND REFLECTION: this user journey could have **more** to it when I look at it again. The information is rightly explained under but to put it as a visual it should be updates since it feels left off in a way that it looks unfinished and still needs some polishing. This happened since we saw the user journey as a quick class assignment rather

than part of the progress, so nobody touched up on it. It is quite useful for Belco to actually see how the journey of their users would look like without physically explaining it and using a **proper** user journey.