

# Journey Map

User Goal	Select Instrument	Select Price	Select Instructor	Check Out
	Select a desire instrument base on his/her preference	Select a price that fits his budget	Select an instructor base on choices given	Check out and pay after making selection
User Expectations	Pick an instrument by selecting check box. It was simply presented. Action matched expectations.	Expect to be able to click on pricing matix and select plan. But expectation was not met because pricing matrix was visually confusing.	Expected to have all the instructors to be presented on one page and minimize scrolling. User was not expecting so many instructors on one page.	User expected to be able to remove items as needed. Quantity box was causing confusion. User could not modify quantity box.
User Process	User hoping to select an instrument he wants to learn. User selected an instrument by clicking on check box.	User hoping to select the desired plan. User wanted to click on the pricing matrix, but the page was irresponsive.	User scrolled down to select teacher. User was hoping to see all the instructors on one page and not having to scroll down. User scrolled down the page and forgot the first instructor.	User wanted to change the quantity. Quantity section was irresponsive. User wanted to remove item, but could not locate the remove item text selection.
Experience (0 to 5)	4	3	2	3
Good	Presented in a simple format.	Check marks makes sense. Monthly price tag was neccessary. Three different catagorizes of plan.	Pictures of instructors makes it personal.	Items in cart was catagorized clearly. Separate items was not confusing to the user.
Bad	Need to be better organized, preferrably catagorized by the way how the instruments are being played. The text in the header menu is a good example. Use icons or graphics to make it more personal (similar to teacher selection section)	Pricing matrix is visually confusing. The protruding visual cue makes user wants to click on it. AW syntax is confusing to the user. VIP Bonus content is confusing without further details. Video Submission to teacher is limited to 5 per month or per 3 month? Video exchange archive is limited up to what amount?	Too many instructors on one page for some instruments where user have to scroll down the page. User can not select on the pictures of the teacher to read more details about the instructor. More information on the teacher is needed.	Quantity is confusing. Remove text is too small to see. It's better to use an icon to make it more visible.
What Can We Improve?	Catagorize instruments base on type similar to home drop down menu. Make it more personal by using iconography.	Need to make the pricing matrix selectable Need to fix the description of the features offered. Provide more detail on services provided. Clarify the amount of limited items. The disclaimer on the bottom is not specifically pointing to any features listed.	Add more detail on the instructor. Make those details accessible for users to make purchasing decisions. Make number of yearly available to the students, where the teacher has taught before?	Quantity can be changed. Clarify what the quantity means. Make the remove button more obvious.