

Lourdes Journey Map

Lourdes wants to create an education program for Casa de Los Carneros Community

User action

She partners with a local organization that teaches about healthy habits & foods.

She needs to decide a day and time that the program will be hosted

She needs to talk to some residents to check on their availability.

Unable to talk to residents, she decided the day and time herself.

She hangs flyers about the event on residents' door

The event is realized with a few attendees and she needs to input the data in her system.

User Feelings

Feels excited!



Feels happy



Feels anxious



Feels frustrated



Feels frustrated



Feels discouraged



Opportunity

have a platform to hear the residents out

have a platform to talk to residents

Tools & features that would enable her to check on residents

Virtual flyers

Tool that would increase engagement & input of data