

## Maria Journey Map

Maria wants to create Zumba club in her community

User action



Maria wants to get more exercise, so she thinks about engaging with others to start a Zumba club.

She talks to 2 friends that she met at her community.

They talk to Property Manager about the idea.

She waits and waits and never has any response back.

Property Manager mentions they need more people for the release of Community Room.

She does not know more people in her community and feels demotivated to start the club.

User Feelings



Feels excited!



Feels happy



Feels hopeful



Feels anxious  
Feels frustrated



Feels frustrated



Feels discouraged



Opportunity

Have a platform to talk to a PSHH staff that is able to help out with her idea.

Tools & features that would enable her to touch based again.

A tool which where she could engage with more people in her community.

A tool which where she could engage with her community and make this event happen.