ZOOFFICE Customer Journey Map

Zooffice is an online collaborative platform that allows users get access to talk, meet and work anytime. The application can provide more flexible work conditions for the company and help young workers better work experience.



Persona

Nancy
25 y/o

" I hate unflexible work... go to work on time and have traffic jams..."

Motivation

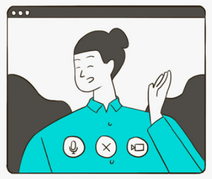
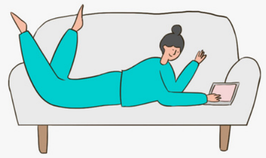
She is currently an office worker for a business company. She is very passionate about her work and always works on her project or any other tasks.

Frustration

She always has to get to the office on time, the work mode and work pattern cause psychological burden and stress, and untimely work disrupts her personal life.

Needs

- Desire more flexible work space
- Have a better work & life balance experience
- A more productive way to work

	BEFORE	SETTING		USING				AFTER
ACTIVITY	**Starting her job at the desk in her room**	**Log in to her account**	**Set an avatar**	**Walking around the Zooffice to talk to others**	**Join in the meeting**	**Do her personal work after meeting**	**Enter free space to relax and talk to peers**	**Leave the Zoofice**
	Opening the laptop	Entering the username and password	Modify appearance for her avatar	By using the mouse and keyboard	Click on the meeting room to join the meeting	Click on the focus room and start individual work	By clicking the free space	By simply logoff from the app
TOUCH POINT								
EMOTION & THOUGHT	High accessibility allows her to get to work from home	Quick access by auto-login with verified identity with camera	Allow her to pick from variety of avatar of cute small animal which is attractive and fun	Adequate online communication tools allow her to socialize with other workers easily and effectively	Quick join without any disruption	Personal workspace allows users to concentrate on their work, record work data and submit work reports to their boss automatically	Release stress by interacting with others and have a better online interpersonal interaction experience	Have more free time and better work & life balance after using Zooffice
+ GAIN & — PAIN	Remote work reduces productivity and passion for interpersonal interaction	Too much identitive information is required to sign in	Limited options for animals make other users hard to be identified with big office	A concise style of an interface can overwhelm first-time users (Guide needed)	Hard to recognize the person if they do not provide identity at the beginning	User is hard to precisely know the position of every task if they have an overloaded work	Difficult to use for introverted people especially in the online environment	Possibility of missing important notification in Zooffice once log out