

## User Journey Map

## Persona: Fikry Ardi Fatma

Goal: A fast and safe way to invest in gold

- Buy gold quickly and easily
- Selling gold at a good price difference
- View transactions that have occurred

Action

Get the app

Register & Login
Account

**Buy Gold** 

**Payment** 

**See Asset** 

**Task List** 

**Task List** 

A.Looking for an application for gold investment
B. See recommendations for gold investment applications
C.Download the gold

investment application

Task List

A. Go to the register
page
B.Register a new account
by email
C.Login to the app using
the created account

Task List

A. Click the Buy Gold
Menu
B. Check the current
buying and selling price of
gold
C. Decide if you want to
buy gold based on grams
or money

Task List

A.Choose a payment method
B.Finish Payment
C.Payment Verification

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**Task List** 

A.Go to the user profile menu
B.See my assets section
C.View Total Assets
D. View the history of gold purchases

**Feeling Adjective** 

**Feeling Adjective** 

"Hmm Which one is a trusted and safe application to invest in"



**Feeling Adjective** 

"good, not too complicated in register"



**Feeling Adjective** 

"I quite like it, it is quite easy to flow and not complicated"



**Feeling Adjective** 

"would be good if more payment methods were added"



**Feeling Adjective** 

"Hmmm, how come the transaction isn't updated?"



**Improve Opportunities** 

**Improve Opportunities** 

Creating a landing

 page for the
 introduction of a gold
 investment application
 product

**Improve Opportunities** 

1. Set up the user identity verification process in the list flow section

**Improve Opportunities** 

- 1. Displays minimal nominal info in gold purchases.
- 2. Added the option of buying gold in grams or money.
- 3. Displays text info and graphs of buying and selling gold prices that are updated in real time.

**Improve Opportunities** 

- 1.More payment method options

  2. Added gold purchase
- 2. Added gold purchase successful notification

**Improve Opportunities** 

- 1. Provide real-time update information on transaction data
- 2. Added gold purchase status in every transaction



## **User Journey Map**

## Persona: Rizki Angga Pratama

Goal: An easy and convenient way to invest in gold

- See articles and tips on how to start investing
- Buy gold easily and conveniently
- View transactions that have occurred

Action

Get the app

Register & Login
Account

**Read Article** 

**Buy Gold** 

**Payment** 

**Task List** 

**Task List** 

A. See recommendations for gold investment applications.B. Download the gold investment application.

**Task List** 

A. Go to the register page.B. Register a new account by email.C. Login to the application using the created account.

**Task List** 

A. Click the article menu
B. Looking for articles
about starting gold
investment
C. Read articles
D.Back to homepage

Task List

A. Click the Buy Gold
Menu
B. Check the current
buying and selling price of
gold
C. Decide if you want to
buy gold based on grams
or money

Task List

A.Choose a payment method B.Finish Payment C.Payment Verification

**Feeling Adjective** 

**Feeling Adjective** 

"Hopefully there is an application that can help me to start investing in gold easily."



Feeling Adjective

"Wow, it's easy enough to register"

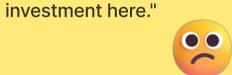


**Feeling Adjective** 

"How do you start investing in gold, huh?"

"It turns out that there is an article discussing gold
investment here."

6



**Feeling Adjective** 

"This is great, it looks interesting."

"Wow, the configuration is complete, right?"





**Feeling Adjective** 

"This is a great application, the payment is very easy." "There's verification is also cool."



**Improve Opportunities** 

**Improve Opportunities** 

Making the product

 more known to the
 public with branding
 about the product to
 the public

**Improve Opportunities** 

1. Manage the user identification process in the flow section of the list.

**Improve Opportunities** 

1. Added a guide
(introduction of
features) to tell you
that there is a way to
start investing in the
Articles section.

**Improve Opportunities** 

1. Added multiple optionsfor payment2. View configuration

2. View configuration layout made simple

**Improve Opportunities** 

1. Added successful payment notification