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	**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** 1. 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 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

	Get the app	Register & Login Account	Read Article	Buy Gold	Payment
Action					
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." 🙄 😄	**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** 1. 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 options for payment 2. View configuration layout made simple	**Improve Opportunities** 1. Added successful payment notification