

# Ben's User Journey

(currently)

## Scenario:

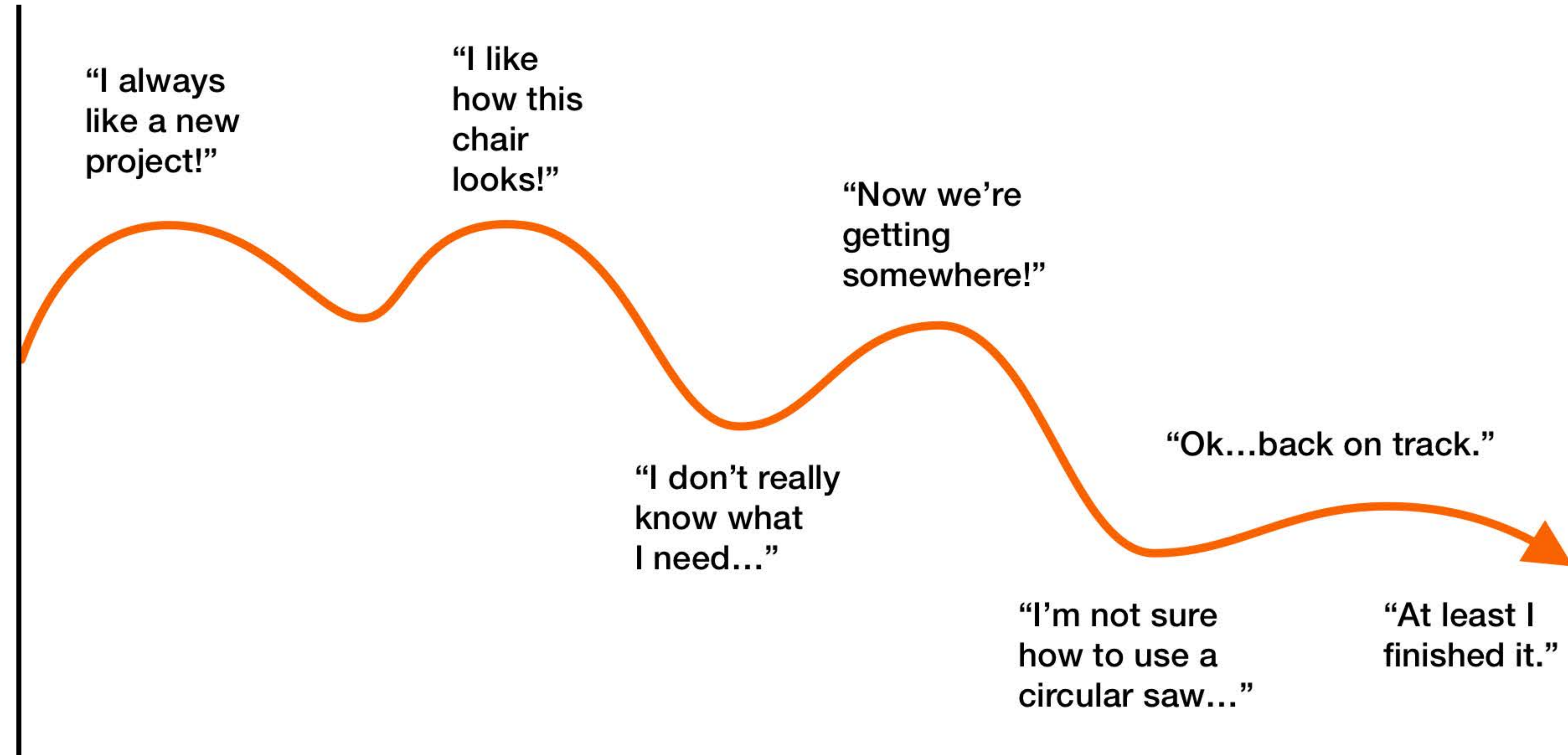
Ben needs to build a DIY chair. He wants to purchase all of the materials for his project, and get help learning the necessary skills to complete it.

## Expectations:

- Easy shopping experience.
- Helpful tutorials on the app.
- Step by step instructions for new projects.

## Opportunities:

- Increase the efficiency of the material shopping experience.
- Pair up the inspiration and shopping experience, so Ben knows exactly what to buy for his DIY project.
- Create a digital learning experience to help Ben gain the skills he needs to complete his project.



## Discover

- Discover need for DIY.

## Plan

- Looks online for inspiration.
- Buys what he thinks he needs from the hardware store.

## Build

- Begins making his project
- Realizes he does not have the skills he needs to finish

## Finish

- Goes back to the hardware store, and loses three hours of his day because of weekend traffic and lines.
- Finishes his project.