

CHRYSALIS JOURNEY MAP

Prof. David

XD225-1 - Designing Experiences

Persona



Main Persona:

Young adult (20-25 years old) with anxiety.

Description

The persona Chrysalis is catered to is a young adult (20-25 years old) struggling with anxiety. They are an individual whose mental health issues heavily affect their daily lives. They may or may not have a diagnosis, but they recognize that they have anxiety. This persona can have any type of anxiety, like social anxiety, PTSD, OCD, or agoraphobia (fear of open/crowded spaces). They also most likely want to find community. Many people with mental health issues feel alone, or like no one understands them. This feeling can make their mental health worse. However, they may not know where or how to seek community.

Needs

This persona wants to do things like go out to see a concert, but cannot due to their anxiety. They need a way to develop healthy coping skills so their anxiety does not impact their life as much. While typical therapy is a great option, many people are unable to afford it regularly or are uncomfortable with seeing a traditional therapist.

Pain Points

Their main pain point is feeling unable to do things due to their anxiety. They may have trouble with meeting new people, starting conversations, being in unfamiliar spaces, or being vulnerable. They may want to do things, like enjoy a concert, but their anxiety stops them.

How Chrysalis Can Help

Through Chrysalis, attendees will be able to show themselves that their anxiety does not have to control their lives. They will have a safe space with plenty of resources to step outside of their comfort zones and do something that gives them anxiety. They will also be able to meet others with anxiety and build anxiety. One of the best ways to manage anxiety is to remind yourself that you are not alone. Attendees can practice talking to others (who they know have the same struggles they do) and make new connections. They can build a community to support them in their mental health journey. all while experiencing the joy of live music.

General Journey Map

Broad Overview of Entire Experience

Learn About Chrysalis

Event will be marketed on platforms more commonly used by target audience (i.e. Instagram, TikTok).

Pre-Activities

Attendees can participate in pre-activities to prepare them for the event and mitigate anxieties; for example, they can take a virtual tour of the venue.

Internalize Skills

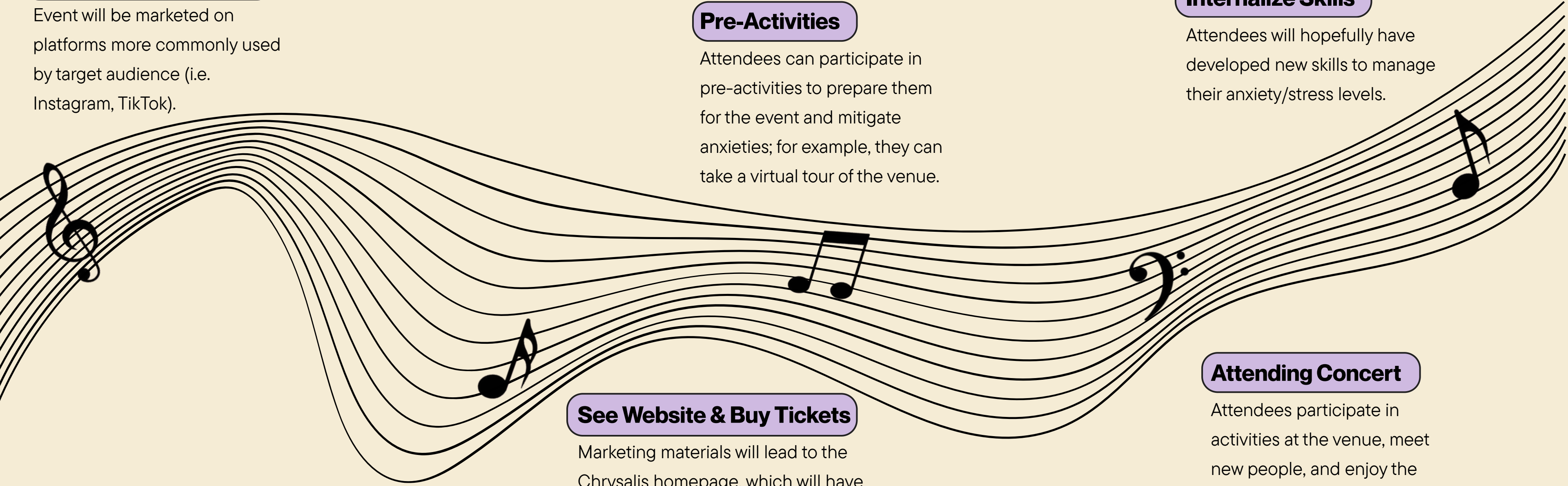
Attendees will hopefully have developed new skills to manage their anxiety/stress levels.

See Website & Buy Tickets

Marketing materials will lead to the Chrysalis homepage, which will have event details, parking availability, and ticket options.

Attending Concert

Attendees participate in activities at the venue, meet new people, and enjoy the performances,



Attending the Event

Persona:



While the entire journey is important, the event is structured around the day of the concert. That is when attendees will learn new coping skills and build community.

	Arriving at the Venue	Entering the Venue	Socializing	Watching Performances	Leave Concert With New Skills
User Actions	<ul style="list-style-type: none"> Plan transportation Plan directions <ul style="list-style-type: none"> ETA, when to leave, etc. Decide if going with group or individually 	<ul style="list-style-type: none"> Pass through security <ul style="list-style-type: none"> Bag check, metal detector Plan what to bring and what to not bring Plan what kind of bag to bring 	<ul style="list-style-type: none"> Talking to other attendees Talk with group they came with Grabbing drinks/food Performers 	<ul style="list-style-type: none"> Dancing, singing Protecting ears from loud noises Cheering Crowding together with attendees Taking breaks in quiet zones 	<ul style="list-style-type: none"> Purchase merch Share contact information with new friends File out of venue Drive home Develop new confidence in handling anxiety
Touchpoints	<ul style="list-style-type: none"> Transportation <ul style="list-style-type: none"> Personal car Public transport Uber/Lyft GPS systems <ul style="list-style-type: none"> Through car or 3rd party app 	<ul style="list-style-type: none"> Security personal Lines outside venue Metal detector/security technology 	<ul style="list-style-type: none"> Other attendees <ul style="list-style-type: none"> Strangers Group they came with Staff/performers Resources located in venue Concessions 	<ul style="list-style-type: none"> Attendees Performers Ear protectors <ul style="list-style-type: none"> Venue-provided or personal Quiet zones <ul style="list-style-type: none"> Designed safe spaces within venue separated from performances) 	<ul style="list-style-type: none"> Attendees <ul style="list-style-type: none"> Old & new friends Performers <ul style="list-style-type: none"> Become new fans Mental health recourses <ul style="list-style-type: none"> Pamphlets Learned skills Internal confidence External validation Community
Sentiments	<ul style="list-style-type: none"> "Parking is going to be so hard." "Is traffic going to be bad?" "How much will we have to spend on an Uber/parking?" 	<ul style="list-style-type: none"> "Are they going to pat me down?" "Is my bag too big?" "When are they going to start letting people in?" 	<ul style="list-style-type: none"> "They look cool. Do they want to talk to me?" "How expensive are concessions?" "Should I start a conversation?" 	<ul style="list-style-type: none"> "This is way too crowded for me - I'll go take a break in a quiet zone." "They sound so good!" "I'm having so much fun with everyone." "It's getting loud, so I'll go grab a pair of headphones." 	<ul style="list-style-type: none"> "I feel like this showed me that I can get in control of my anxiety." "I feel much less alone." "The performers were so good!" "I hope the drive home is not too bad."
Emotions					
Pain Points	<ul style="list-style-type: none"> Overcrowded parking lots Uber/Lyft prices Gas prices Traffic Anxiety from going alone 	<ul style="list-style-type: none"> Nerves from security <ul style="list-style-type: none"> Getting stopped Bringing a banned item by accident Long lines being let in late 	<ul style="list-style-type: none"> Social anxiety <ul style="list-style-type: none"> Talking to new people Knowing what to say Feeling awkward/scared Asking for help Concession prices 	<ul style="list-style-type: none"> Noise level Crowd crush Overcrowding of quiet zones Location of quiet zones Limited amount of provided headphones 	<ul style="list-style-type: none"> Traffic going home Attendees actually staying in contact Crowding of people trying to leave Attendees actually practicing skills outside of event

THANK YOU

