



Grace Becker

Financial Advisor
Married to Matt
One daughter, Sarah, four years old
36 years old
Pregnant (2nd trimester)

Context

Grace is preparing to go to her prenatal yoga class. This is the journey framework that describes her experience from getting prepared to go and her thoughts as she is returning home afterwards.

Objective

Grace is excited to go to yoga as it is her weekly escape to relax as well as exercise to help reduce her back pain. There is still the preparation of things before going to yoga and there are possibilities of reducing the complexity of that process.

Obstacles

Tasks and errands / Responsibilities
Packing / Preparing for yoga
Alleviating / Minimizing back pain
Staying healthy
Increase mobility for pregnant women

Other Agents

Matt (Grace's husband)
Sarah (Grace's daughter)
Grace's yoga classmates

	Remember 1-2 hours prior to yoga class	Preparation 40 minutes prior to yoga class	Departure 25 minutes prior to yoga class	Arrival 5-10 minutes prior to yoga class	Yoga Class	After Yoga 0-10 minutes after class has ended	Return
Grace's Experience	What time is yoga today? What time do I need to leave by? What things do I need to bring? Can I complete any errands before I go? Will I have dinner prepared before I leave?	What do I need to pack? Did I miss anything? What time do I need to leave by? Do I have enough snacks and food for the time I'll be out?	Will there be traffic going to the studio? Did I forget to bring anything? Did I eat enough so I won't be hungry? What time will I get back home? Is the class cancelled?	Will my friends be here today? Who else is coming? Are we going to learn something new? Do I have a spot in the class?	Does yoga really help me physically? Is it helping to relieve back pain like the doctor said it would? Will I sleep better tonight because I did yoga today?	Do I smell bad? Should I change my clothes here or at home? Should I eat a snack now? Do my friends want to go out to eat and chat?	Is there anything I need to do before I go home? Do I need to go by the grocery to pick something up? Could I have tried a little harder in yoga today? Are Matt and Sarah done eating dinner? Can I go to sleep right away when I get home?
Grace's Anxiety	<p>The graph shows Grace's anxiety level across the journey. The y-axis ranges from 'RELAXED' (top) to 'ANXIOUS' (bottom). A dashed blue line represents her anxiety level. It starts at a moderate level during the 'Remember' phase, dips significantly during the 'Yoga Class' phase (reaching its lowest point), and then gradually rises back to a moderate level during the 'Return' phase.</p>						
Grace's Mood	Grace just remembered she has yoga today and is starting to feel rushed because she hasn't finished her tasks and errands yet.	Grace has completed all her chores and is enjoying the thought of going to yoga. She is excited but slightly annoyed that she hasn't packed her yoga bag before hand.	Grace leaves the house and her mind races with the possibilities of what could go wrong , traffic, not packing enough food, and the possibility that the class has been cancelled.	Grace arrives a little bit early and starts to get ready for class. She enters a mental state of calmness as she tries to forget about all her responsibilities at home.	Grace is in a state of tranquility even though she is thinking about the effectiveness of the yoga exercise she is doing.	Grace has just finished class. She is taking some time to remain in her relaxed state before she needs to snap back to reality.	Driving back home, Grace is starting to sober to her reality , remembering all her worries about and tasks she needs to do.
Designer's Perspective	What type of errands does she need to do and how can we make it easier for her to complete them? How is caring for her daughter taking up her time?	What are the implications for missing something? Are her eating habits regular? How can we help her prepare to go to yoga? Can we making packing things for yoga easier? Something that helps with preparing and packing?	Is there something we can do the help anticipate traffic or predict travel time? How does she keep track of how much she needs to eat?	Can we connect Grace to her friends at the yoga group more?	How can we measure physical fitness? What can we make to help alleviate back pain? Something that reduces back pain or at the least minimizes causing it	How can we help make changing clothes an easier task?	How can we help Grace keep track of what she needs to do? How can we help Grace track her physical progress in doing yoga?



GOING TO YOGA / Journey Framework

Prenatal Yoga Group

Khalid Abdullah | Arvindar Gill | Wayne Hsu | Jeffrey Qua