



Commodity Presentation

Nelly Chacon Camacho

Creating my journey mapping

Viewing my website from a user's point of view.



My scoop

To promote the Latin American culture in London through the services they offer to the residents.

User Personas

- Who would be my ideal user?
- What are the current behaviour patterns of my potential users?
- What are the goals and pains of my potential users?

The approach to research that I undertook was:

- Quantitative data - Survey
- Qualitative data - Interview

interesting events about their culture / eventos interesantes sobre su cultura	Language / Lenguaje
To try new dishes / Probar nuevos platos	
To learn about their lifestyle / Aprender sobre su estilo de vida	
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To try new dishes / Probar nuevos platos	
To try new dishes / Probar nuevos platos	
To learn about their lifestyle / Aprender sobre su estilo de vida	
Restaurants / restaurantes	
Money transfer / transferencia de dinero	
Grocery stores / tiendas de comida	
Restaurants / restaurantes	
Grocery stores / tiendas de comida	
Grocery stores / tiendas de comida	
Grocery stores / tiendas de comida	
Yes	
Yes	
Yes	
A little bit	
A little bit	
Yes	
Yes	
Yes	
A little bit	
No	
Yes	

Final Major Project

Latin American Community in London

Do you like supporting local businesses? / Te gusta apoyar empresas locales?

☐ Yes

☐ No

☐ Sometimes

What would persuade you to learn about a new culture? Choose 2 answers maximum / Que te motivaría a conocer una nueva cultura? Escoge máximo 2 respuestas

☐ To try new dishes / Probar nuevos platos

☐ To learn about their lifestyle / Aprender sobre su estilo de vida

☐ family or friends recommendation / recomendación de una persona cercana

☐ similarities to my culture / las similitudes que tenga con mi cultura

☐ interesting events about their culture / eventos interesantes sobre su cultura

☐ Language / Lenguaje

☐ Other

If you chose "Other", please let me know what other reason would persuade you / Si escogiste "Other" dejame saber que otra razón de motivaría.

For example: to meet new people / Por ejemplo: conocer nuevas personas.

Are you familiar with the Latin American community in London? / Conoces la comunidad latinoamericana en Londres?

☐ Yes

☐ No

☐ A little bit

Have you used any service provided by a Latin American business in the last two weeks? / Has utilizado algún servicio brindado por una empresa latinoamericana en las últimas dos semanas?

☐ Si

☐ No

As a customer, what business draws your attention the most? / Que servicio te llama más la atención?

☐ Restaurants / restaurantes

☐ Beauty salons / salones de belleza

☐ Money transfer / transferencia de dinero

☐ Clothes shops / tiendas de ropa

☐ Dressmakers / modistas

☐ Grocery stores / tiendas de comida

Would you be interested in knowing about Latin American businesses in London? / Estarías interesado en saber sobre empresas Latinoamericanas en Londres?

☐ Yes

☐ No

☐ Maybe

Submit

Pensioner



Name

James Aitken

Age

65

Quote

“ Life is sharing special moments with your love ones

Bio

James worked as a journalist for over 40 years. He speaks Spanish and French. He pensioned recently and is now enjoying his retirement with his wife and grown-up children. He enjoys eating at restaurants and going to social gatherings with his friends.

Some of his hobbies include reading history books and writing book critiques. He likes learning new languages and cultures.

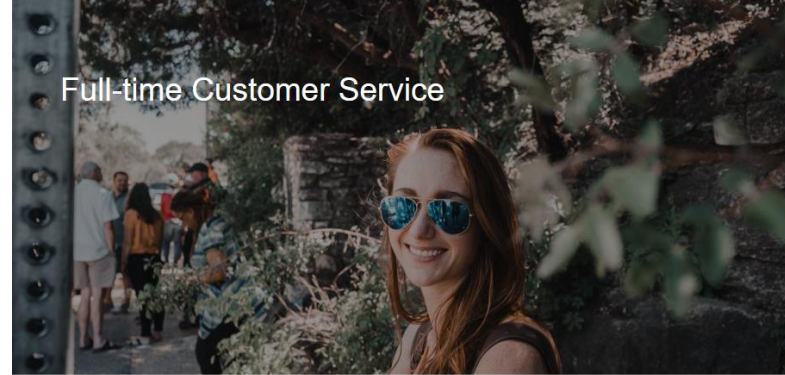
Goals

- To try new cuisines.
- To improve his foreign-language skills.
- To enjoy his retirement with his family and friends

Frustrations

- Not finding enough people to practice his Spanish and French skills.
- Difficult to find great new places to take his love ones.
- Not knowing where to go to explore a different culture within London.

Full-time Customer Service



Name

Lilly Esposito

Age

28

Quote

“ Supporting local businesses will build a stronger economy and community.

Bio

She was born in Italy and moved to London when she was a teenager. She has been working in customer service for the last 5 years.

She loves travelling to different countries and likes reading blogs and watching videos of people showing their life-style. She enjoys meeting new people and trying new dishes.

Goals

- To open her own catering service.
- To learn a new language.
- To start exploring new places and environments to what she is used to.

Frustrations

- Not knowing much about other cultures, except Italian and English.
- Not knowing how to get involved in other communities.
- Not enough time to meet new people.



Scenario and Expectation

Finding a new place to hang out with friends with expectations to enjoy the evening in a nice and welcoming environment.

Touchpoints

Before visiting the website

- Social media - customer acquisition.
- Word of mouth - people trust family/friends for referrals.
- SEO - easy to find for curious Google searchers.
- Blog content - quality content will draw users' attention.
- Press releases - to reach different consumers.

While visiting the website

- Navigating - finding places they'd like to go.
- Blog posts - reading interesting/motivational stories.
- Vlogs - watching entertaining videos.
- Photography - looking at beautiful images.
- Social media - following content on social media.
- Newsletter - Subscribing to the newsletter.

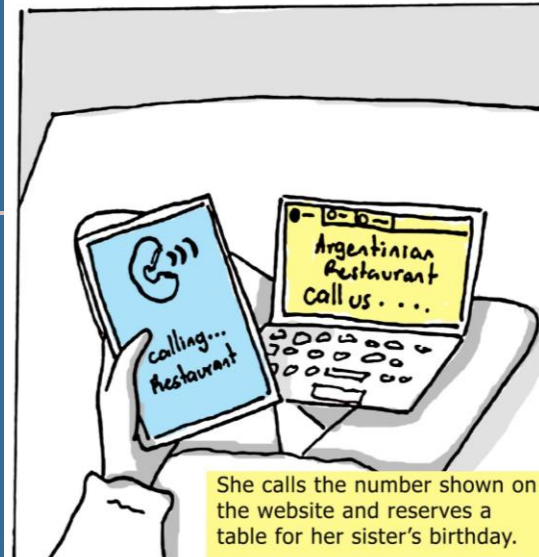
After visiting the website

- Marketing emails - new content notification, they'll come back if they like what they read.
- Community management - positive interaction with users.
- Opportunities - let users now about opportunities to be part of the content, through personal stories or business information.

Taking user intention into consideration

- **Motivation** – To experience a new environment and culture including flavours, music, people.
- **Channels** – Social media, website, newsletter and physically.
- **Actions** – The user would like to try a new cuisine, so starts looking for a recommended restaurant and finds the website that talks about Latin American businesses including great restaurants so the user finds one that draws her/his attention and then he/she keeps exploring the website, ending up following it on social media.
- **Pain points** – Distance of the business they would like to go. Also, not finding the information appealing enough.

Sketching the journey





James Aitken, 65

Scenario: James would like to find a nice place where he could hang out with his friends while experiencing the Latin American culture.

Expectations:

- To find a nice and welcoming environment.
- To have different options that he could choose from.
- Good photography and description of the places.

Consider

1. Looks on Google to see what Latin American businesses are in London.
2. Finds the website that shows some of the different places where people can experience the Latin American culture in London.

"This website looks useful for finding a great place to go"

"This website needs to include more places and options."

Explore

1. Explores site and looks at all the places where he could go with his friends.
2. Sees photographs of the places where he could go.
3. Reads information about the places.

"I like the images of the different places and their background stories"

"I can't find a places that I'd like to go."

Compare

1. Checks the map on the website to see which place is more convenient to go.
2. Checks the different reviews, and menus to see prices, food and drinks.
3. If he has a close one who is from South American, or is familiar with the Latin American community in London, he will probably ask for his/her opinion.

"It's nice to find all the necessary information in the same website."

"The places on the list are too far, I think I changed my mind."

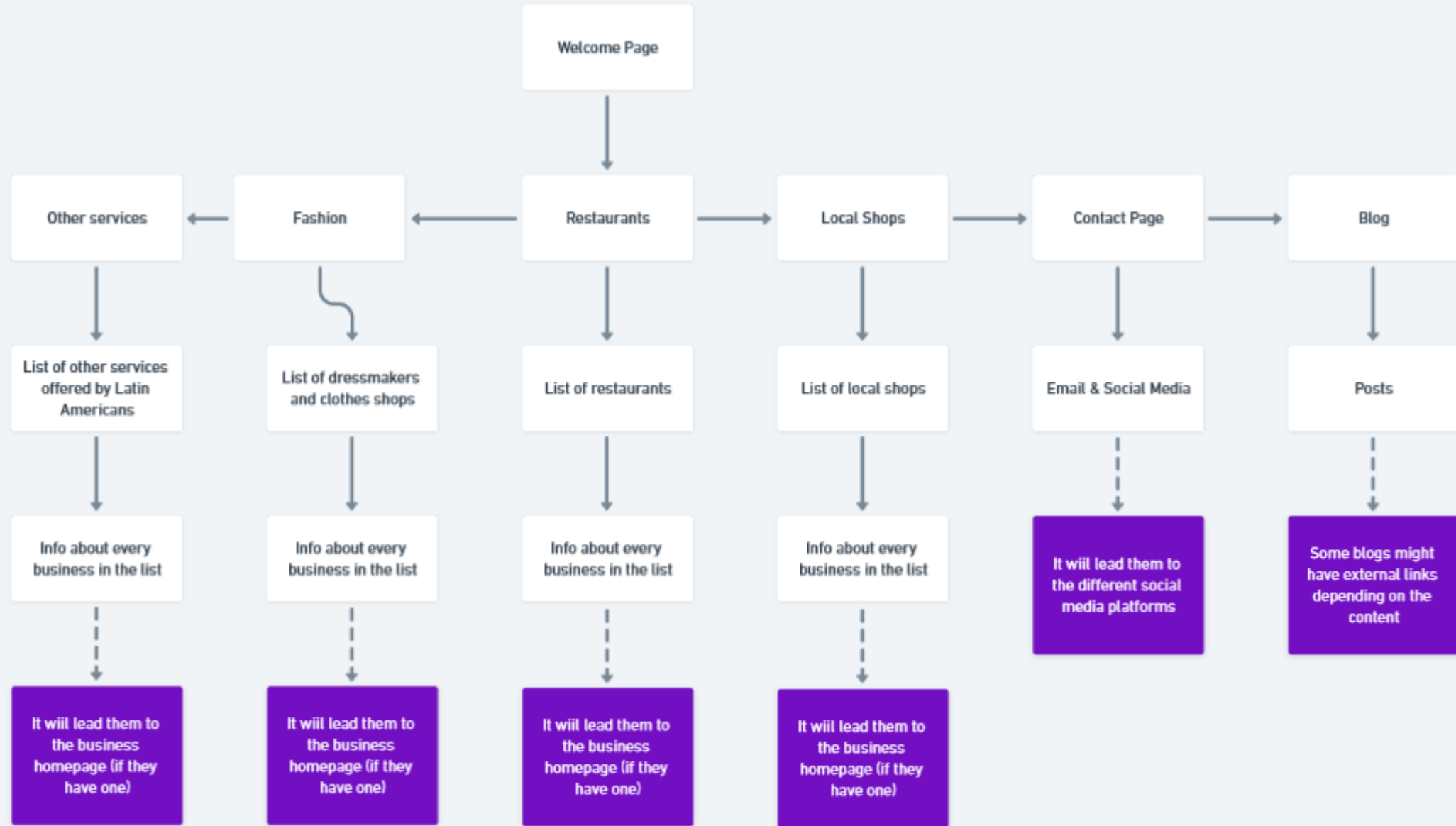
Explores the culture

1. Decides the place where he would like to go with his friends.
2. Makes a reservation (if he needs to).
3. Leaves a review to the place where he went.
4. Recommends the place and the web to his family/friends.

"It was a very enjoyable experience, I will try the other places in the list."

"I didn't like the experience, therefore I won't recommend it."

Information Architecture



Conclusion

Thank you!