**Flow assignment**

Every team divides itself into two parts: 2/2

1. 1 pair will analyze Flow festival experience using the methodology of think aloud protocol.

Think-aloud protocol is a method that requires participants to verbalize what they are doing and thinking as they complete a task, revealing aspects of a situation that delight, confuse, or / and frustrate.

That means that one student will analyse the holistic Flow experience thinking aloud from the moment when he/she investigates related social media, after enters the Festival site until the moment of leaving it. Another student follows his/her pair and takes notes. Afterwards together students should present the outcome of their work in the form of the customer journey with the points of interactions and specification what was good and what could be improved. The outcome should be presented in pdf format with the visualization of customer journey and explanation of the point of interaction.

### Customer journey is the path of sequential steps and interactions that a customer goes through with experience, product and/or service.

You can consider the following steps:

* Checking the Flow program at the website
* Taking the transport to get to the concert (if you go together with your pair. If you don’t, describe your journey in transport to your pair when together you will prepare deliverables)
* Checking point to get inside

At the Flow site you could consider (every time fix the time and exact place (name) you describing):

* Food facilities (specify exact food facility you will describe)
* Music stages
* Lounge zones
* Toilets
* Trash collection
* Overall atmosphere of Festival
* Etc.

The amount of touchpoints you will analyze should be at least 7.

One of the biggest topics of Flow is sustainability. By observing Flow site we would like you to pay special attention to how visible sustainability is at the Flow site and describe your findings in the journey.

More about the customer journey:

<https://www.thisisservicedesigndoing.com/methods/mapping-journeys>

Examples of visualizations of customer journeys:

<http://dlrtoolkit.com/customer-journey-map/>

## <https://design.leowhouteng.com/portfolio/uniqlo-self-checkout-mobile-app/> (scroll down till “User Persona & Customer Journey Map”)

Please, upload your customer journey in MyCourses.

1. 2 pair of students will make customer research at the Flow site by making interviews with festival participants.

You will work as a design team by conducting focus interviews with Flow participants (in the same way as you did for your project). You can use our list of questions (see below), but feel free to modify them and/or add new questions. The instructions how to conduct interview are at MyCourses.

One of the biggest topics of Flow is sustainability. By making interviews, we would like you to pay special attention to how visible sustainability is at the Flow site.

We expect you to make together at least 4 interviews. One of you can ask questions, another – take notes.

The draft of questions to ask participants:

* Could you provide your age, gender, probably, nationality. (Don’t ask for participants names and contact information. The interviews are anonymous unless interviewees agree to give the information about them to Flow for further research)?
* Why you came to Flow festival?
* With whom did you come? For how many days?
* How did you know about Flow?
* How did you reach the Flow site?
* What is your best experience at Flow so far? Why?
* What is your worst experience so far? Why?
* What makes the Flow festival THE FESTIVAL as it is?
* How would you describe the atmosphere of the festival?
* How do you find the selection of musicians, bands? Why?
* How do you find the site state (clean, dirty)? Why?
* How do you find the food? Why? Where did you eat at Flow?
* How do you find the bars, the selection of drinks? Why? Where did you buy drinks at Flow?
* Did you use toilet facilities? Did you encounter lines?
* Was it easy to navigate at the site? Why?
* Any comments about the trash collection?
* If sustainability was visible at Flow? Where and how?
* Please, could you name any problems that you encounter at Flow or smth Flow could improve for the future?

After interviews you need to make the summary of interviews results by describing what participants like at the Flow site, what they don’t like and how they think Flow can improve the customer experience. You can add any information you think it is important to add in the summary. Also, we ask you to describe if, based on your interviews, participants recognize that Flow supports sustainability. You can choose any format you like for the summary of interviews’ results. You should not write down all the interviews you made, but a summary of the main insights and the description of profiles of respondents you interviewed. Please, upload the summary in MyCourses.

1. In addition, 2 teams (of 4 people) should make a user experience design testing of the Flow website or the Flow application. As a result, you will provide a report of UX issues in a way how Juska told you.