

# USER EXPERIENCE MAP

## TEAM REFORESTATION VR

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# USER #1 – DAVID CARTER

David has lived in Augusta for over a decade and takes pride in his yard. Before Hurricane Helene, his backyard had mature oak and dogwood trees that provided shade and sentimental value. The storm uprooted two large trees, and now **he seeks to restore the beauty and privacy of his yard but feels overwhelmed by the task.**

GOALS:

- Rebuild his backyard with resilient, native trees
- Ensure proper spacing and long-term growth planning
- Feel confident before investing in planting

PAIN POINTS:

- Cannot accurately picture how a small sampling will look in 10-20 years
- Afraid of planting trees too close to the house
- Limited landscaping knowledge



# USER #1 - MARIA OH

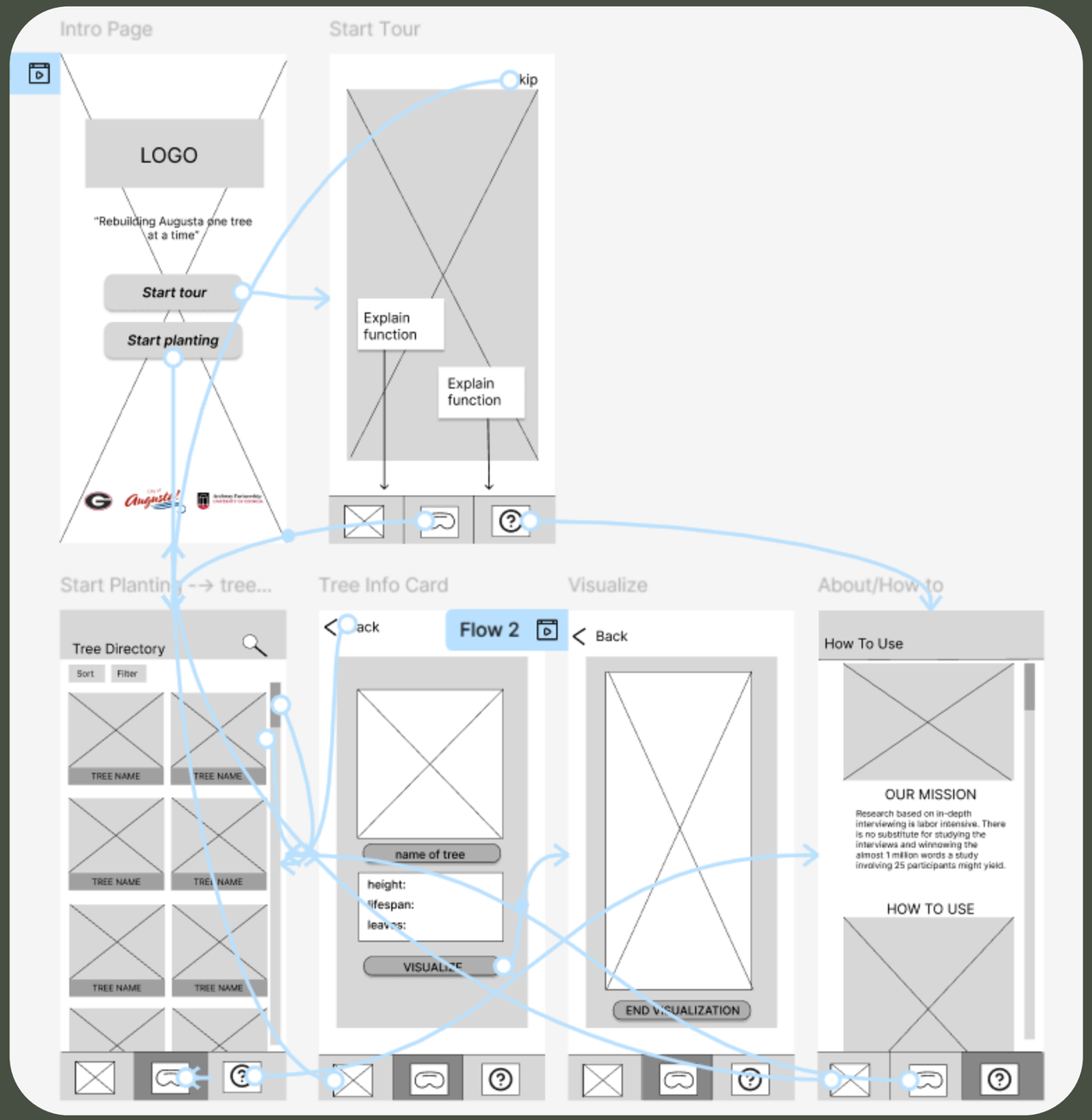
Maria bought her first home recently (~2 yrs). Hurricane Helene damaged fencing and removed several smaller trees in her backyard. She sees this as an opportunity to redesign the space intentionally rather than just replacing what was there. She is tech-savvy and comfortable using web apps, but **she is budget-conscious and wants to make strategic, long-term decisions.**

GOALS:

- Increase property value
- Improve curb appeal
- Add privacy from neighbors
- Choose low-maintenance trees

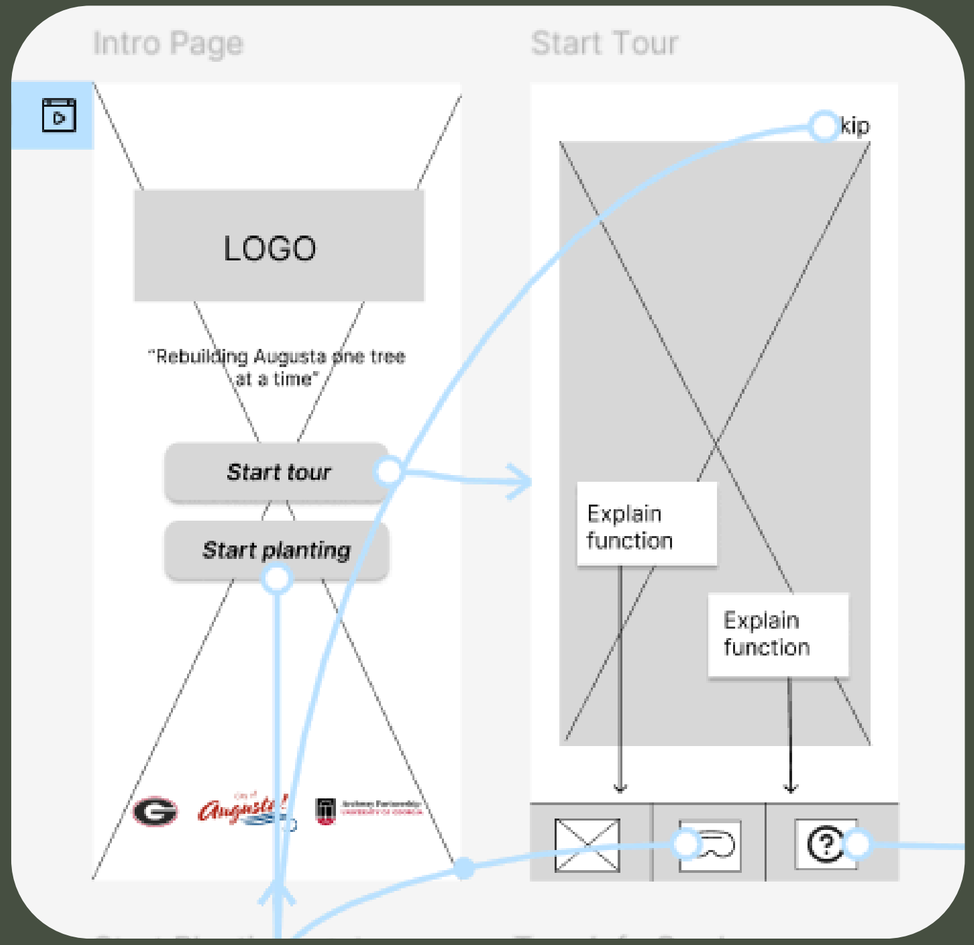
PAIN POINTS:

- Doesn't know which trees grow well in Augusta soil
- Unsure about spacing for future backyard projects
- Doesn't want to spend money on poor choices




# WIREFRAMES AND USER FLOWS

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Flow 1: First-Time User Onboarding (Tour)

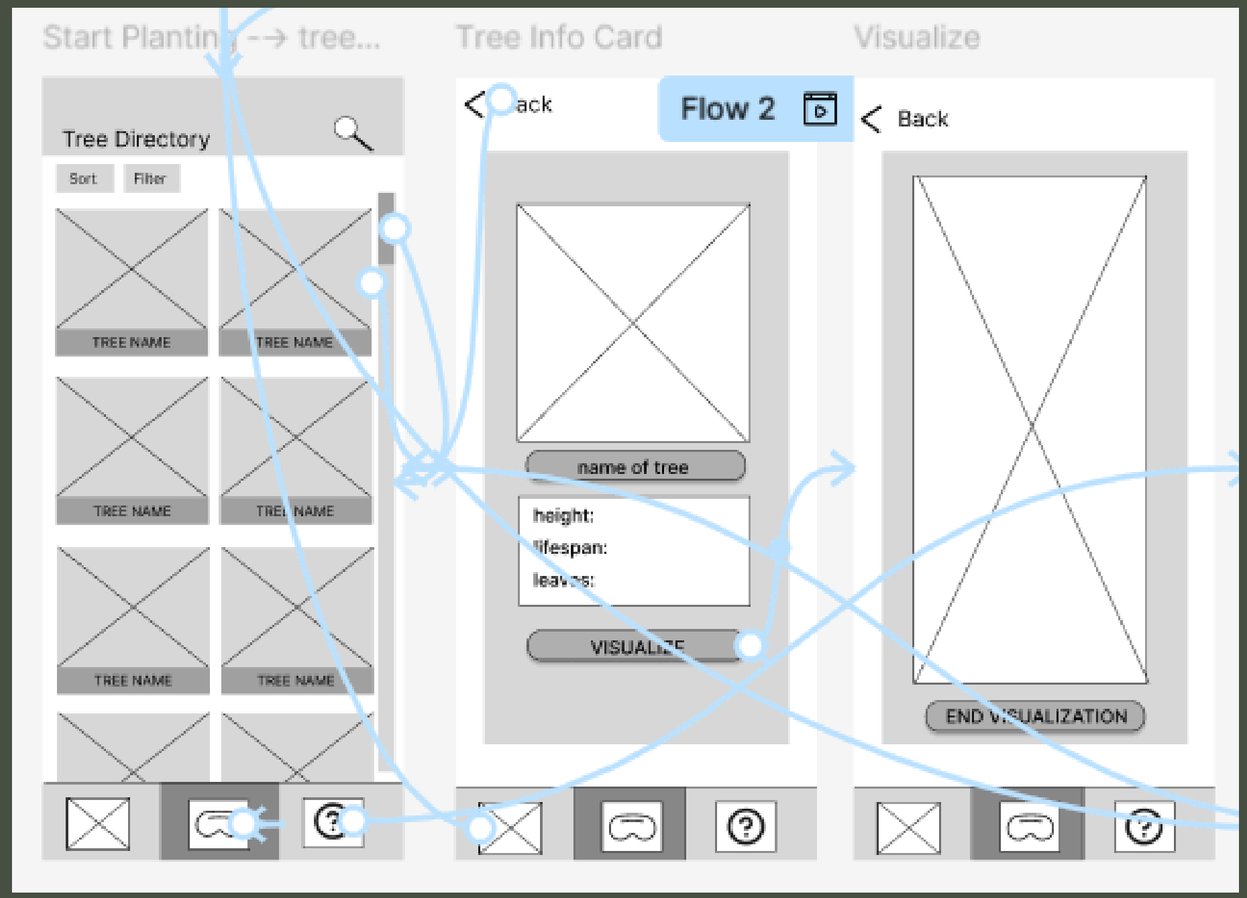
- User lands on Intro Page
- Taps “Start Tour”

- Guided overlay explains:
- Navigation icons
- Tree selection
- AR visualization

User taps Next through explanations or Skip

Tour ends → Redirect to Tree Directory

# WIREFRAMES AND USER FLOWS



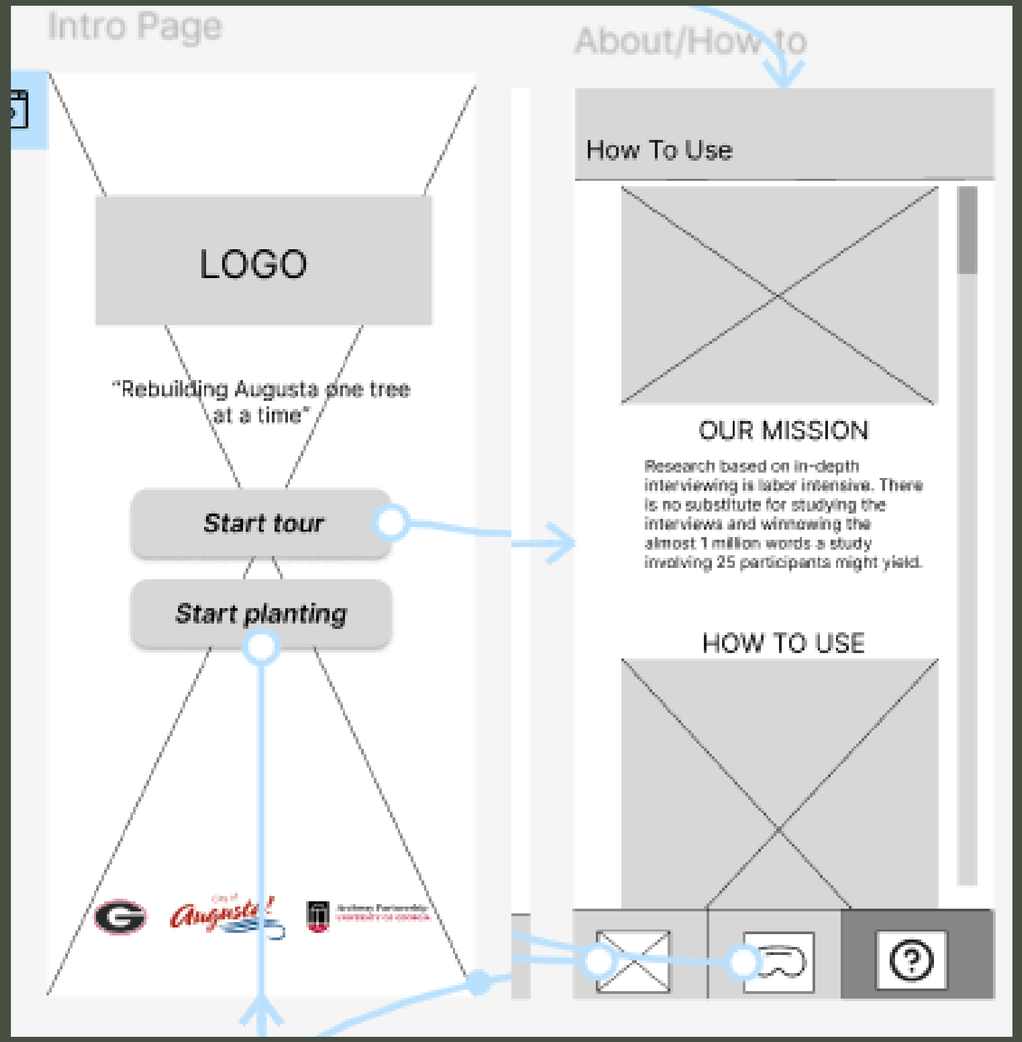

Flow 2: Tree Selection → AR Visualization

- From Tree Info Card, user:
  - Views image
  - Reviews height, lifespan, leaf info
  - Taps “Visualize”
  - Camera/AR view opens

User:

- Positions tree in backyard
- Adjusts placement
- Taps “End Visualization”
- Returns to Tree Info Card or Directory

# WIREFRAMES AND USER FLOWS




Flow 3: Learn About the App

1. User taps Help/About icon (bottom nav)
2. Opens About / How To Use screen
3. Reads:
    - Mission
    - How AR works
4. Navigates back to previous screen


THANK YOU