Congo.ai

Let's meet now.

UX Map

Spring 2026 | NMIX 4410

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Overview

I. . . . . .Persona 1

II. . . . . .Persona 2

III . . . . . .Persona 3

IV. . . . . . Design Considerations

V. . . . . .User Journey 1

VI. . . . . .User Journey 2

VII. . . . . .User Journey 3

Persona 1: Immediate help seeker



Daniel Stock (20)

The High-Frequency Problem Dolver

Sophomore | Biology (Pre-Med)

Daniel is a UGA STEM student juggling demanding coursework and exams. He has a chemistry test tomorrow and doesn't understand one key mechanism. Office hours are over, and his friends aren't in his section. He doesn't want tutoring, just quick clarification from someone who understands the professor's expectations.

"I just need someone to explain this one mechanism so I don't walk into the exam stressed and confused."

Goals

- Get help within 1–2 hours
- Clarify one specific concept
- Understand how his professor tests the material
- Reduce stress before exams

Frustrations

- Feels embarrassed asking "basic" questions in group chats
- ChatGPT explains theory, but not professor expectations
- Doesn't want to schedule formal tutoring
- Friends are unavailable or in different sections

Persona 2: Low-pressure help seeker



Ethan Park (18)

The Overwhelmed Connector

Freshman | Intended Business Major

Jordan is new to campus and doesn't know many upperclassmen yet. He has questions about majors, internships, and how to get involved, but doesn't feel comfortable cold-DMing strangers on LinkedIn. He doesn't want a formal mentorship, just low-pressure guidance from someone who's been through it.

"I don't want to make it a whole mentoring thing. I just want to ask a few questions without it being awkward."

Goals

- Get quick answers about majors and internships
- Connect casually with experienced students
- Avoid formal career center appointments
- Build confidence in navigating campus

Frustrations

- Doesn't know who to ask
- Feels intimidated by LinkedIn
- The career center feels too formal
- Avoids reaching out to strangers

Persona 3: Help Provider



Maya Chen (23)

The High-Value Contributor

Master's Student | Finance

Maya has completed three internships and recently secured a competitive offer. She remembers how confusing recruiting felt as an underclassman and wants to give back, but without taking on long-term mentoring commitments. She values efficient, structured conversations that allow her to help without wasting time.

"I'm happy to help. I just want to know the person is serious and that it won't turn into a long commitment."

Goals

- Provide focused, practical career advice
- Pay it forward to younger students
- Expand her professional network
- Build credibility within her college

Frustrations

- Time wasted in unstructured conversations
- Students who aren't prepared
- Long mentoring expectations
- Awkward or unclear meeting setups

From Research to Interaction Design

Our prototype was built by translating research insights into interaction states before designing visual screens. Rather than starting with UI, we defined how users move through psychological and functional phases of seeking help.

Interaction Framework:
Need → Search → Pending → Match → Confirm → Session → Feedback → Home
Each state represents both an emotional shift and a system response

Core Research Translations

Asking for Help Carries Social Risk

- Research Insight: Students feel embarrassed asking “basic” questions.
- Design Decision: Text-first interactions + low-visibility requests reduce psychological friction.

Trust Depends on Visible Credentials

- Research Insight: Students prefer helpers who share classes, professors, or majors.
- Design Decision: Verified student badges, subject expertise tags, and session history displayed before confirmation.

Speed Determines Retention

- Research Insight: First-use success and response time strongly impact continued use.
- Design Decision: Urgency selector, real-time matching, and notification system.

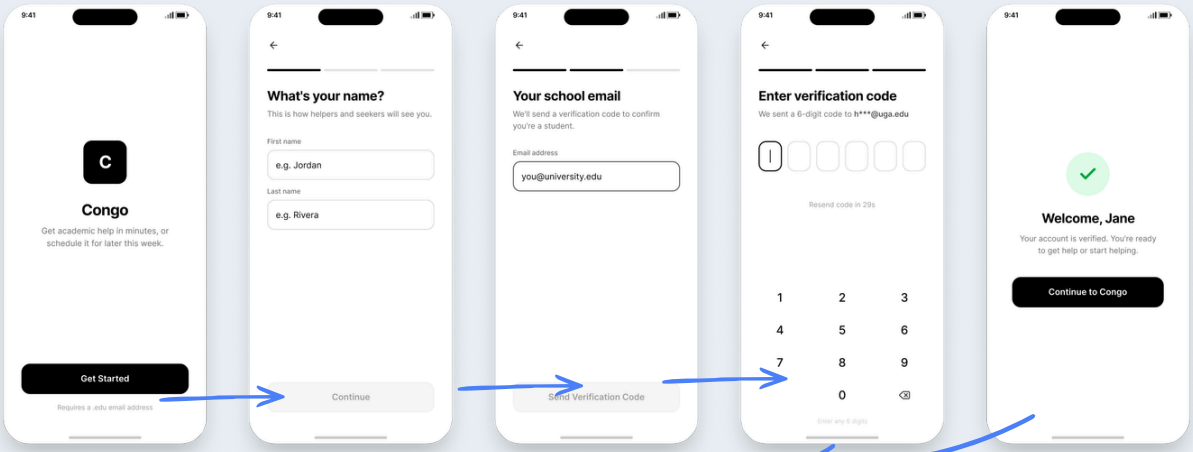
Location Tracking Creates Anxiety

- Research Insight: Students are uncomfortable with constant tracking.
- Design Decision: Optional and temporary location sharing.

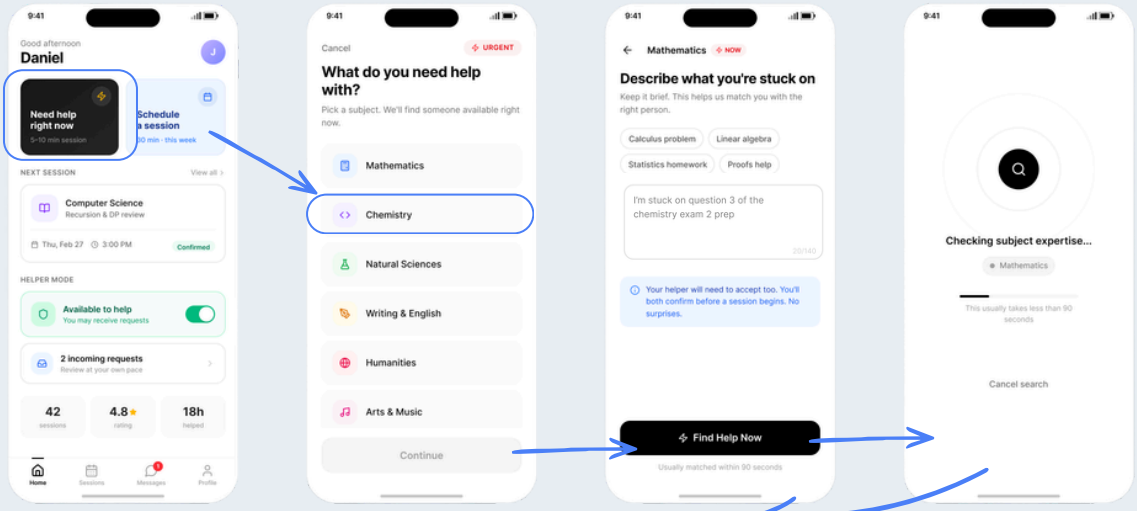
User Journey 1: Help Seeker

Daniel Stock on Congo: Immediate Help Seeker

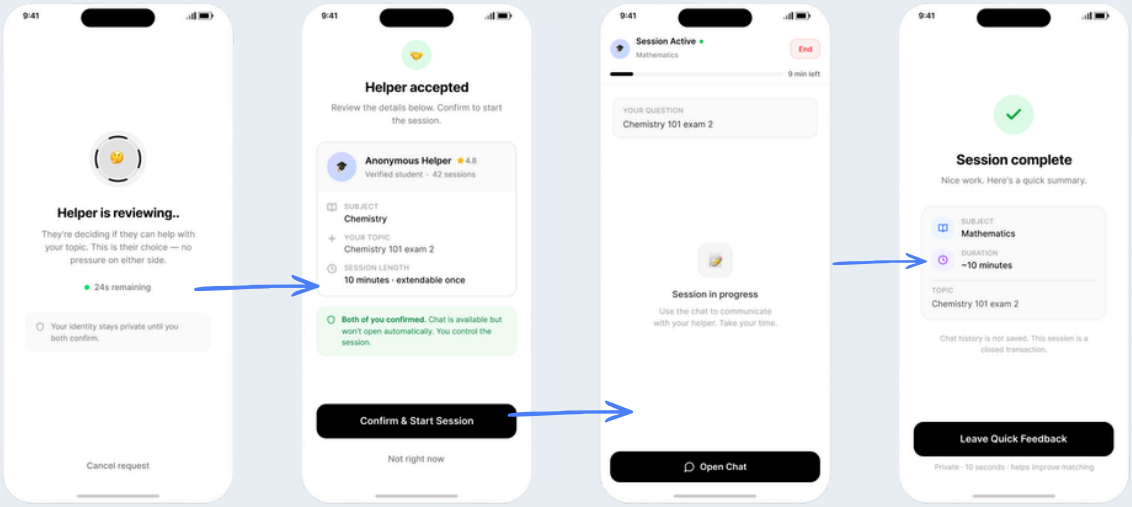
Onboarding



Profile + Availability Setup



Matching and Acceptance | **Session** | **Feedback**

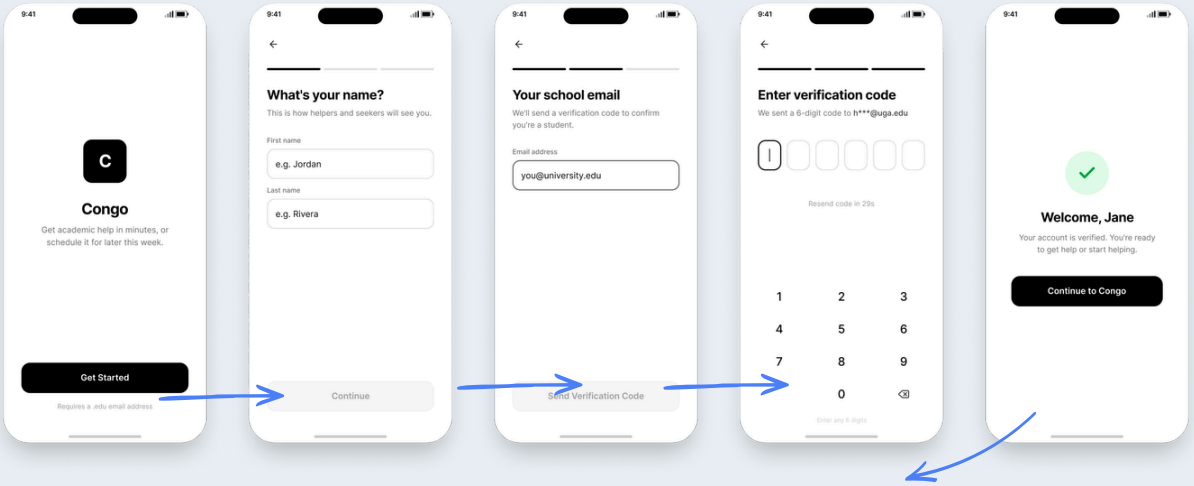


Daniel's journey reflects his shift from urgency to relief. Each stage reduces psychological friction and builds trust, directly translating research into interaction flow.

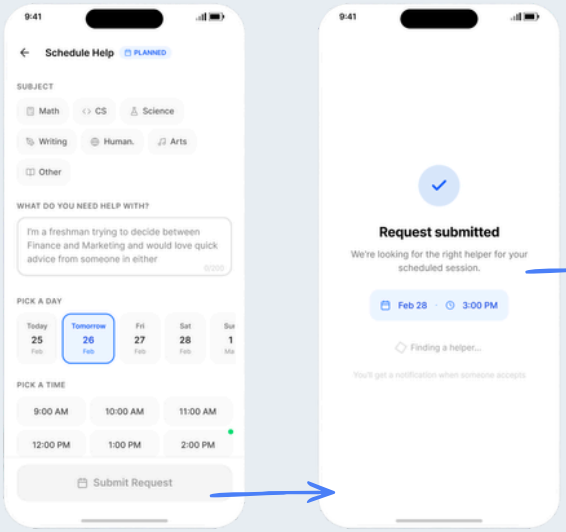
User Journey 2: Help Seeker

Ethan Park on Congo: Low-Pressure Help Seeker

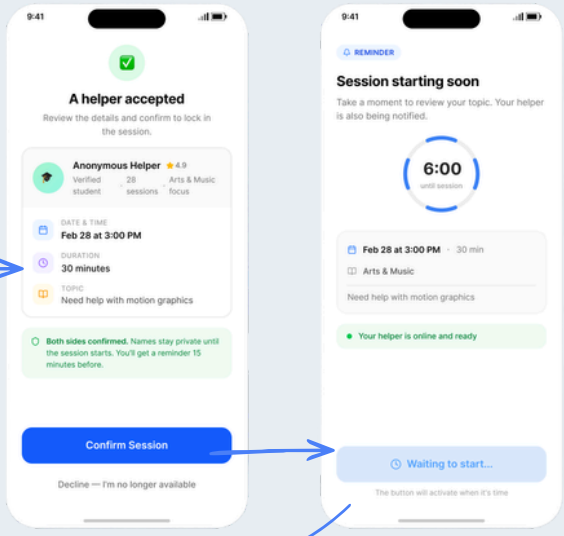
Onboarding



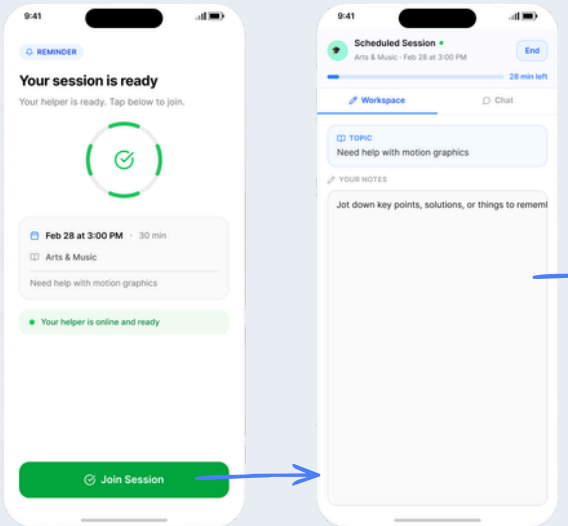
Request Setup



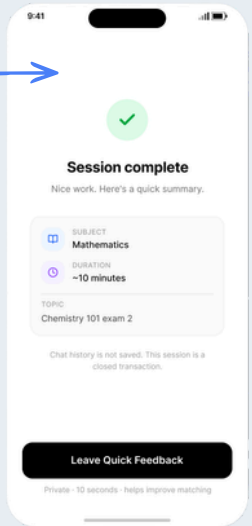
Matching and Acceptance



Session



Feedback

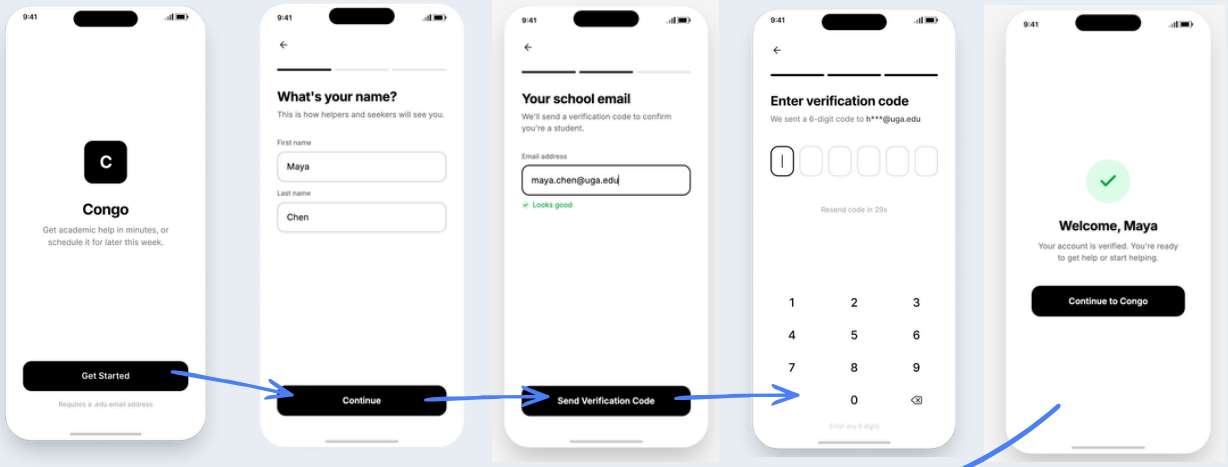


Ethan's journey reflects his shift from hesitation to confidence. Unlike Daniel's urgent flow, Ethan schedules a session in advance, reducing pressure and giving him time to prepare. The structured request, confirmation, and scheduled session format create a low-stakes way to seek guidance.

User Journey 3: Help Provider

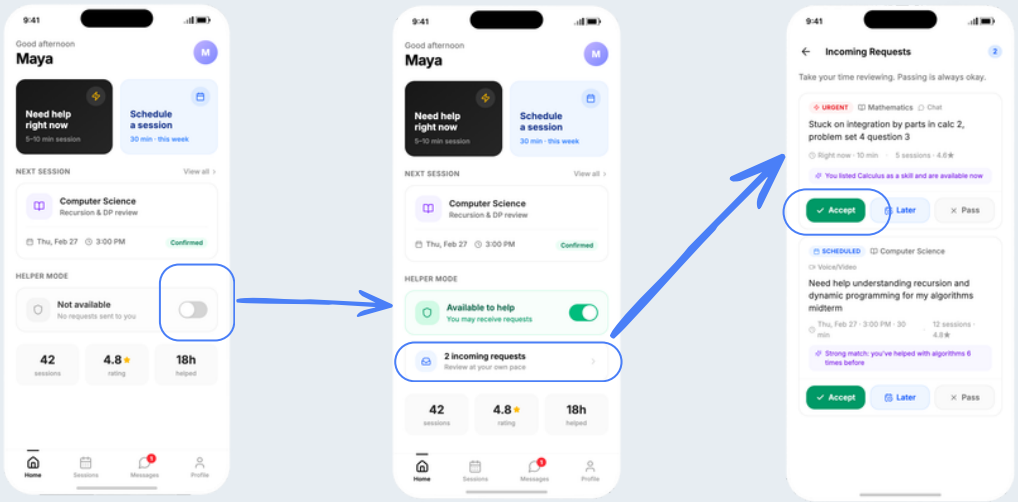
Maya Chen on Congo: Help Provider

Onboarding

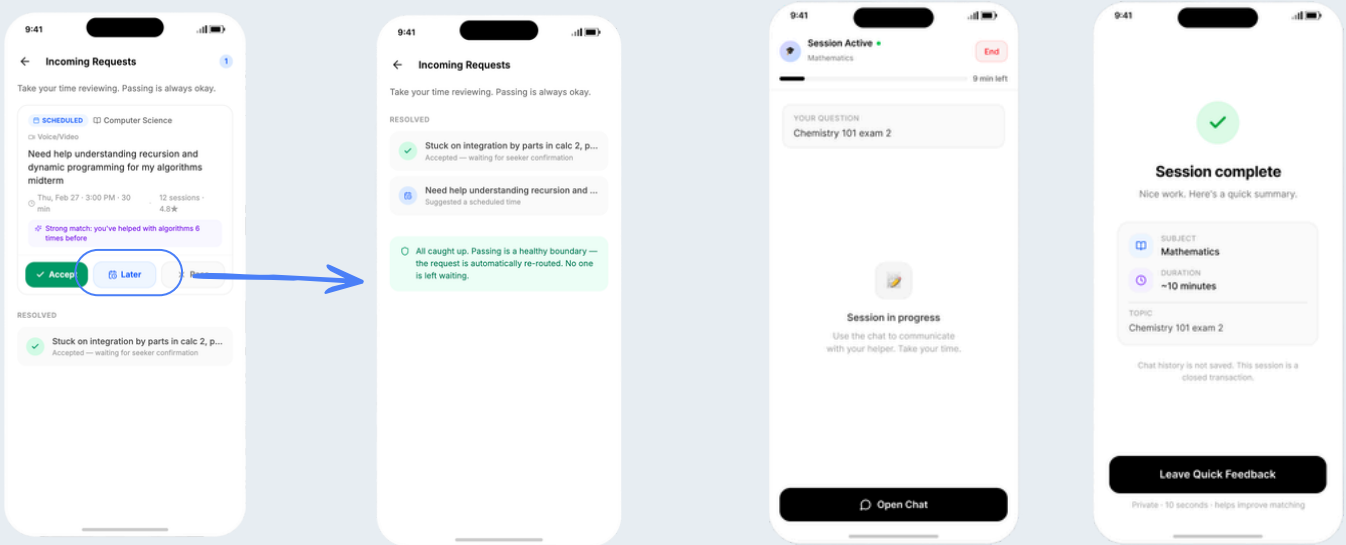


Profile + Availability Setup

Incoming Requests and Sessions



Maya's journey emphasizes control and efficiency. She evaluates incoming requests, reviews details before accepting, and delivers focused support within a structured session. Each stage ensures clarity and prevents open-ended commitments.



Incoming Requests **Session** **Feedback**