Expo User Journey - Task: Add content

„I stumble upon a platform to share my digital herritage assets"
Discovering

„But i'm wondering, what's in it for me?"
Doubtful

„I know I do have interesting content "
Brainstorming

„My content is in an old box, so it is not digital. How to upload?"
Worrying

„I found a way to digitze my archive but it's time consuming"
Wasting time

„I can finally add my valuable assets to Expo"
Uploading

„It take a bit time to add all the meta info to my assets"
Adding information

„I'm very satified with the end result"
Excited

„I will share my contributions with my friend via social media"
Sharing

Introduction	Research		Upload	Post upload

„My content is on my hard drive, this will be easy "
Searching content

How can we support users to digitize their content?

Provide as much predefined info as possible. Extract data from files (size, date) and offer auto suggest

How can we encourage users to share (more)?

How to convince users to collaborate?

How can encourage users to tell a story instead of uploading independent files?

How to introduce Expo to the target audience?

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