

# USER EXPERIENCE MAP

## SAFE-SPACE + INTERACTIVE INSTALLATION

THAT CREATE A DIALOGUE ABOUT RELIGION THROUGH "AWKWARD" INTERACTIONS. IT OFFERS AN IMMERSIVE AND REFLECTIVE EXPERIENCE THAT AIMS TO FACILITATE CONNECTION AND COEXISTENCE BETWEEN YOUNG WOMEN OF DIVERSE RELIGIOUS OR ATHEIST BELIEFS.

THE AUDIENCE:

- Young adolescent/adult women (15-25) :
- the religious = actively practices a religion
  - the atheist = skeptic or curious about faith

INFLUENCERS:

- social acceptance of community + family + friends
- interests + values
- emotions + needs to express yourself

### RECOGNITION

### ENGAGEMENT + CONSIDERATION (IN THE SPACE)

### RELATIONSHIP (POST-VISIT)

VIRTUAL

- through the **outcomes of the dialogue** in diverse platforms:
- internal to the system
    - website (informative)
    - app
  - external to the system
    - news platform + social media

hear about the space

think about it

discover the space

express yourself

reflect + evolve

share + return

PHYSICAL

- through the **inside of religious communities**:
- word of mouth
  - trust + recommendation
  - acknowledgement + curiosity

- through **non-religious contexts**:
- extracurricular activities
  - events
  - school
  - intriguing/unknown character

**questions + apprehensions:**

- what opportunities does it offer?
- what do I think about religion?
- what am I questioning about faith?
- will I feel comfortable expressing my opinion?
- should I talk about my beliefs in public?
- will I be judged for my opinions?
- do other people think like me?
- will I find solidarity or overlapping thoughts/sensations from other people?

**users create the atmosphere + experience.**

**immersive space** that enables unity and inclusivity.

**the installation + furniture** creates awkward interactions/discussions/connections about religion.

engage in the dialogue in an indirect/**anonymous** way through the **mobile app**.

**face-to-face** interactions with other users.

physically display your voice **on the installation**.

**continue to contribute** to the discussion **with the app** + look at the **outcomes online**.

retrospect + change + **expand your perspective** on religion.

**create a debate/discussion** in your entourage.

**share your experience:**

- social medias + virtual platforms
- website of the system

**share** your experience face-to-face **with your entourage**.

**revisit** the installation with new/fresh views and questions + **develop a sense of belonging** to the space.