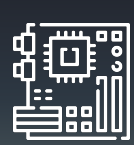# Journey Map: Building a Custom PC

BACKGROUND

Building a custom PC can be beneficial for a variety of reasons. Whether is's building a machine capable of handling multiple creative processes such a video editing, animation rendering, and massive print illustrations, or a juiced up gaming system with the best graphics and sound quality, it can cater to any user preference.

In this case, this journey map will take a look at Rani, who wishes to build a custom PC of her own, but has no experience in the area. The map chronicles the steps she takes to achieve her goal, as well as her emotional high/ lows, pain points, and potential areas of improvement in the building process itself.

PERSONA

Rani is a passionate digital artist, and used to juggle a corporate 9-5 job with her illustration commission side gig. Recently she has quit her job and is taking the steps to pursue a full-time illustration freelance job. She hopes to build up her own brand and open a web shop with both digital and physical merchandise featuring her art.

To improve her art work process, Rani has decided to build a custom PC. She believes that a custom PC will additionally allow for more creative opportunities such as livestreaming her art, editing tutorial videos, and setting up an online store. She isn't quite sure where to start, but knows that this decision will ultimately improve her quality of life as a full-time artist.

ACTIONS & CHANNELS KEY

IRL · SOCIALS · WEB · MOBILE · PAIN POINT

EMOTIONS KEY

NEUTRAL · CONFUSED · ANXIOUS · ASSURED · PROUD · SATISFIED

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1. CONTEMPLATION
STARTING POINT

THOUGHTS & EXPECTATIONS

- Where can I fit a custom PC in my home?
- What do I need a custom PC for?
- Can my finances allow for the custom PC build that I want?

ACTIONS & CHANNELS

- Talking to friends about decisions.
- Browsing online for advice via Google search.

NEUTRAL · CONFUSED · ANXIOUS   IRL · WEB

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2. RESEARCH
1 WEEK (5 - 7 DAYS)

THOUGHTS & EXPECTATIONS

- I'd like to learn which PC parts I should get.
- What PC parts work best with each other?
- As an artist, am I making the right picks to optimize my workflow?
- Besides PC parts, I need tools for set-up too.

ACTIONS & CHANNELS

- Asking friends for opinions and advice about pricing and best value.
- Looking at photos of custom PC builds on social media.
- ⚡ Searching for highest rated PC parts that suit both aesthetic and functional needs.

CONFUSED · ANXIOUS   IRL · SOCIALS · WEB

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3. PURCHASE
1 - 2 HOURS

THOUGHTS & EXPECTATIONS

- I'm happy with the parts I picked out!
- I look forward to building my own PC.
- I'll probably need help building it at some point.

ACTIONS & CHANNELS

- Purchasing set-up materials and tools – desk, stands, mouse pad, etc.
- ⚡ Comparing prices across multiple websites to see what fits best into budget.
- ⚡ Finding out some parts are on backorder and won't arrive for a few weeks.

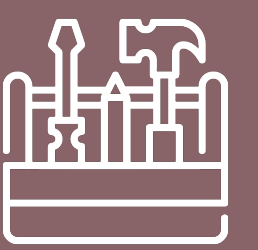NEUTRAL · ASSURED   WEB

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4. DELIVERY
3 - 5 WEEKS

THOUGHTS & EXPECTATIONS

- All my PC parts are arriving one by one; it's exciting!
- I hope nothing has been damaged.
- Hopefully everything gets here without a hitch.

ACTIONS & CHANNELS

- ⚡ Using SMS to track package location.
- ⚡ Getting notified when a PC part has been delivered to the front door.
- Neatly arranging boxes to one side so they won't be obtrusive to other family members.
- Making sure all the boxes are undamaged.

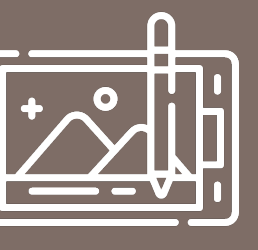NEUTRAL · ANXIOUS   MOBILE

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5. ASSEMBLY
25 - 30 HOURS

THOUGHTS & EXPECTATIONS

- How do I put this together?
- What if I break something?
- What if my PC doesn't end up working?
- This is taking a lot longer than I expected.
- It also takes a lot more strength than I thought.

ACTIONS & CHANNELS

- Constantly sending photos to friends asking if a part was installed correctly.
- ⚡ Looking up video tutorials on YouTube mobile.
- ⚡ Trying to understand all the technical lingo.
- Staying up late getting the job done.

CONFUSED · ANXIOUS   IRL · MOBILE

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6. USAGE
ENDING POINT

THOUGHTS & EXPECTATIONS

- Wow! I cannot believe I built a computer!
- I'm so proud and happy that it works.
- Now my art work process will be optimized and I can expand my business/brand.
- I am pleased with my overall setup.
- I worked hard!

ACTIONS & CHANNELS

- Telling friends about successful PC build.
- Posting photos of the completed setup on social media accounts.
- Enjoying a creative boost due to new PC.

ASSURED · PROUD · SATISFIED   IRL · SOCIALS

Custom PC Build: Insights

OPPORTUNITIES

A MORE OPTIMIZED PC PART SEARCH TOOL

Rani has issues searching for the most optimal PC parts for her custom build, as it was difficult to find pieces that fit both her aesthetic sense and functionality needs. Thus, a tool which would be able to filter by both technical specifications and aesthetic value (such as color or material) would have been of great assistance.

THE ABILITY TO CHECK PRICES ACROSS WEBSITES

To improve her search workflow, Rani could've been assisted more with the ability to check prices across a multitude of websites automatically.

A TOOL TO LOCATE HARD-TO-FIND PARTS

PC parts like graphics cards are in high demand and tend to sell out quickly. However, there may still be retailers that sell them, even if more major stores have them in backorder. A tool to help locate these retailers would be a useful asset.

A MORE SPECIFIC SMS TRACKING SYSTEM

Since many PC parts are so expensive, having the ability to track them more efficiently gives peace of mind. There should be something similar to a live tracking feed for more expensive package deliveries.

SIGNING FOR PACKAGE DELIVERY

A lot of the time, parcels are placed at the front door and the owner may not be available to pick them up. Tying into the previous point, more expensive packages should require signatures, or the delivery driver can re-try the delivery at another point in time when the recipient is available.

VIDEO TUTORIALS FOR SPECIFIC PC PART INSTALLATION

Finding the right instructions to install a PC part into the motherboard can be quite challenging, since it may not even exist. The manufacturers of PC parts should take care to create video tutorials and upload them on their YouTube channels instead of just a manual guide, as a practical demonstration would be helpful for users who are novices to PC building, like Rani.

QR CODE WHICH LINKS TO A TECHNICAL LINGO DATABASE

Alongside video tutorials, the manufacturers should include a QR code in the PC part manuals or on the packaging which links to a technical lingo database. This database can be universally shared by many other companies and manufacturers. It can be similar to something like Wikipedia.