

USER JOURNEY MAP *NimbusWiz Modernization Pipeline · Zach's first time*



ZACH SMITH

Amateur racer · first time · vintage Nimbus2000, inherited

Scenario: Zach has flown the same Nimbus for years. It's slower than the newer models and the only one he has ever really flown. A friend talked him into the app. He doesn't trust apps with things he loves. The first fifteen minutes determine whether he ever opens this one again.

"I don't trust apps with things I love."

EXPECTATIONS

- The app explains what it's doing in plain language, not jargon.
- Nothing happens to the Nimbus before he confirms it.
- Rollback reads as a promise, not just a button.
- The recommendation respects what he loves about the Nimbus.

Functional job: take the Nimbus through the upgrade without harming it.

Emotional job: emerge with the Nimbus intact and his trust earned.

Anti-goal: watching something happen to the Nimbus that he doesn't understand.

Stage 01 REGISTER <i>first time</i>	Stage 02 ASSESS · SCAN	Stage 03 ASSESS · RESULTS	Stage 04 ADVISE	Stage 05 SIMULATE	Stage 06 DEPLOY	Stage 07 FIRST FLIGHT	Stage 08 DIARY
1. Creates an account; gets asked to <i>register your first system</i>. 2. Goes to a cupboard for the original certification card; returns 15 min later. 3. Stalls on the Upgrade Profile field; not ready to choose. TOUCHPOINT <i>Sign-up · 3-step wizard · peUpgrade Profile field.</i>	4. Places the Nimbus flat. Selects Run Scan. 5. Doesn't tab away during the four-minute window. 6. Treats leaving the Nimbus unattended like leaving a pet at the vet. TOUCHPOINT <i>Run scan · 4-min progress · no tabbing away.</i>	7. Reads "Upgrade feasible with medium risk" twice. 8. Reads "high-risk component: thruster cluster, aft section." 9. Doesn't move for a minute. Same copy that reassures Mark scares him. TOUCHPOINT <i>Advisor Insight · Risk Heatmap · Dependency Graph.</i>	10. Sees Performance Upgrade · 82%. 11. Three options: Upgrade, Partial Modernization, Replace. 12. The Replace option lands wrong; reads it as "give up on the Nimbus." TOUCHPOINT <i>Modernization Advisor · 82% confidence · three options.</i>	13. Selects Run Simulation. Doesn't know what the word means. 14. Looks at projected metrics. Sees green. Assumes that's good. 15. Confirms without fully understanding what was confirmed. TOUCHPOINT <i>Run Simulation · projected metrics · Confirm.</i>	16. Follows the pre-deploy checklist carefully. 17. Selects Deploy. Watches every phase. 18. Reads "recalibrating rotor resonance" he doesn't understand. Hand on rollback. TOUCHPOINT <i>Pre-deploy checklist · Deploy · Streaming logs · Rollback ▸.</i>	19. Closes the app. Takes the Nimbus outside. 20. First flight. The app can't see this happen. 21. Returns to the app days later, hesitantly. TOUCHPOINT OUTSIDE THE PRODUCT <i>the first flight happens off-app.</i>	22. Logs a flight. Then another. 23. Confidence rebuilds with each entry. 24. Stops checking metrics. Starts trusting the Nimbus. TOUCHPOINT <i>Monitor page · flight log · System Modernized.</i>

OPPORTUNITIES · small investments, outsized effects

- COPY** **Translate before you onboard.** "Let's start with your Nimbus. We call each one a 'system' in the app, but don't worry about the word." One sentence saves a thousand small alienations.
- COPY** **Narrated scan for new users.** Plain-language commentary during the four-minute wait: "We're checking the core assembly. Now the rotor alignment." Default narrated for new users; collapsed technical for returning ones.
- COPY** **Calibrate the language register at Results.** "Your Nimbus is safe to fly. We found one area, the thrusters at the back, that's a bit worn. Normal for a Nimbus of this age." Same data, different register.
- COPY** **Preservation-first surface, plus social proof.** Lead with the recommendation in plain language; downplay **Replace**. Add: "Most owners in your position upgrade rather than replace."
- COPY** **Rename Simulation to Preview at Stage 5.** "Before we do anything to your Nimbus, we'll run a Preview, a safe check. Your Nimbus won't move. Nothing happens to it yet." Every clause removes a specific anxiety.
- COPY** **Plain-language deploy commentary plus rollback as a promise.** Narration alongside the technical log: "We're now fine-tuning the lift. Halfway done. Your Nimbus is doing well." Reframe Rollback: "If anything feels wrong, rollback returns your Nimbus to exactly how it was."
- FEATURE** **Bring Stage 7 inside the product.** A first-flight check-in a day post-deploy ("Hope the first flight went well. Did the Nimbus feel like you expected?") plus a flight diary for the first weeks. The single move that converts the off-app stage into a product surface.

INTERNAL OWNERSHIP · *what each team owns*

- **Content team:** ship the translation copy at Register; rewrite assessment results in plain register; rename Simulation to Preview; reframe Rollback as a promise.
- **IA / Design:** design the two-phase registration flow; design the first-flight check-in interaction pattern; surface social proof on the Advise page.
- **Engineering:** build the flight diary timeline and Day 1 check-in for Stage 7-8; instrument the first-flight feedback loop.
- **Product:** commit to a new-user mode that defaults to the narrated scan, the calibrated copy register, and the preservation-first Advise surface.

WHAT THIS MAP REVEALS

- **The product assumes a Mark.** It can serve a Zach, but only by translation. A casual-user mode is a layer of copy, defaults, and disclosure choices, not a separate product.
- **Documentation ends where Zach's journey continues.** The first flight, the moment the upgrade either earns or loses trust, sits entirely outside the app. Bringing that stage back inside the product is the single highest-leverage move.
- **The biggest move is editorial, not architectural.** Six of seven opportunities are Copy. Product language calibrated for professionals actively alienates newcomers, and the fix is editorial.