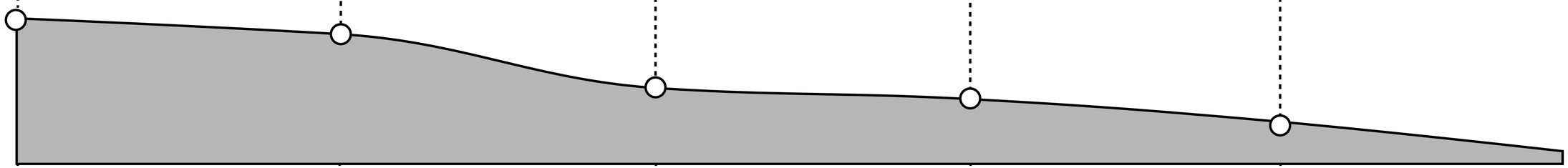
Journey Map of Bad Sexual Communication between Couples

STAGES	Problem appear	Before communication	Communication	After Communication	Daily Life
	Stage 1	**Stage 2**	**Stage 3**	**Stage 4**	**Stage 5**
DOING & THINKING	Jan find problems during sex with Max, but are **afraid to point it out directly** for fear of affecting the romantic atmosphere. Therefore, Jan plan to **find an opportunity** to talk with Max later.	Jan are racking your brain to find a good opportunity to communicate with Max, but Jan **don't know how to speak without seeming abrupt and awkward**. Jan is also not sure **what she really needs**.	Jan finally start to bring up the idea of sexual communication in a conversation with Max. The communication process is not as smooth as Jan envisioned. For fear of hurting Max's feelings, Jan need to **organize her language carefully** and are **afraid to speak directly about her needs**.	Jan felt chagrin and depression because she **didn't express her needs clearly** during the communication process, and her partner also didn't understand Jan's needs, and they both **didn't get their problems resolved**	Jan has **lost confidence i**n sexual communication because of the unpleasant experience of the last communication. The **communication** between the two became **less and less**, and the **misunderstanding became deeper and deeper**
OPPORTUNITIES FOR IMPROVEMENT	Design intervention to allow people to express their needs during sex without feeling embarrassment	Product that helps people open up the topic of sexual communication smoothly A product that guides people to discover their sexual needs and preferences	A product that can ease the awkwardness of communication. Helps people communicate efficiently about sex, such as the wording and dos and don'ts when communicating.	A product that helps test the effectiveness of communication.	A product that allows users to reduce the cost of communication and gives them positive emotions about the act of engaging in sexual communication. Helps them rebuild their confidence in communicating.

EMOTIONS