HIRTH AI PLATFORM · UX RESEARCH · HACKATHON 2026

User Journey Map

Markus, 41
Development Engineer · Motorsport

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Trainee Mechanic · Field Service

Based on stakeholder interviews
Scope Discovery → Contribution
Platform Two-stroke AI Knowledge Base
Hirth Engines · June 2026

	PRE-PLATFORM		ADOPTION		CORE VALUE		GROWTH LOOP	
STAGE	01 TRIGGER **Problem Occurs**	02 SOLO ATTEMPT **Self-Diagnosis**	03 STUCK **Knowledge Gap**	04 DISCOVERY **Platform Query**	05 EVALUATION **Cause Preview**	06 TRUST **Source Validation**	07 RESOLUTION **Fix Applied**	08 CONTRIBUTION **Quick Capture**
ACTIONS	Engine misfires or underperforms. Engineer notices deviation from expected behaviour. ▸ interview: "problems mostly new, sometimes recurring"	Works through a methodical list of possible causes. Consults physical manuals and digital tools in parallel. ▸ interview: "uses list of possible causes methodically"	After exhausting personal knowledge, reaches out — to colleagues or forums. Resolution can take minutes to months. ▸ interview: "collaborates	Finds the platform. Types question in full natural language. Uploads photo of component for visual context. ▸ interview: "full sentences preferred · images important	Receives brief overview of possible causes — not a full manual. Scans the list and selects the most relevant option to expand.	Checks who authored the answer. Validates source credibility. Optionally contacts the author directly for clarification. ▸ interview: "supports direct	Applies the validated fix. During the work, records a voice note documenting what the problem was and how it was resolved. ▸ interview: "prefers quick voice recording during	Voice recording is stored an tagged in the platform. Attributed to their profile. Correction feeds back into t model. ▸ interview: "system could
THOUGHTS	*"Is this a carb issue again, or something with the ignition timing? I've seen something like this before."*	*"Let me go through this systematically. It's probably one of three causes. I'll start with the simplest."*	*"I've been through all the usual suspects. The forums contradict each other. I need something more reliable."*	*"Can I just type what I'm seeing? I want to describe the symptom, not pick from a dropdown. And I have a photo of the part."*	*"Good — it's giving me an overview first, not a 40-page manual. Now I can see which path is actually relevant for my engine variant."*	*"Who wrote this? Is this from a verified engineer or just aggregated forum noise? I need to know before I trust it."*	*"That worked. I want to record exactly what I did right now, while I still remember the details — not fill in a form later."*	*"My fix is now part of the database. If I'd had this a yea ago, I wouldn't have lost that race weekend to this exact problem."*
EMOTION	Alert 38 / 100	Focused 52 / 100	Frustrated 18 / 100	Curious 48 / 100	Engaged 65 / 100	Confident 74 / 100	Relieved 87 / 100	Purposeful 80 / 100
PAIN POINTS	⚠ PAIN No structured reference point. Knowledge lives in someone's head, a PDF, or a 2014 forum post.	⚠ PAIN Books and tools only cover general cases. Variant-specific edge cases aren't documented anywhere.	⚠ PAIN Forums contradict each other. No source validation. Confidence in any answer is near zero.	⚠ PAIN Most tools require keywords, not natural language. No image upload. Not usable on mobile in the field.	—	⚠ PAIN If the source is unknown or unverified, a wrong fix can cause engine damage. Trust is non-negotiable.	—	⚠ PAIN Most engineers skip documentation entirely. Frictio is the killer — forms, logins, structured fields.
PLATFORM OPPORTUNITY	—	—	→ OPPORTUNITY Entry point. User is primed and ready. Clear value prop: validated, structured, variant-specific knowledge.	→ OPPORTUNITY Natural language input + image upload. Mobile-first. Zero friction on first query.	→ OPPORTUNITY Brief cause overview first, then drill into details. Matches expert mental model. Avoids cognitive overload.	→ OPPORTUNITY Named attribution, expert badges, direct author contact. Transparency = trust signal that compounds.	→ OPPORTUNITY Prompt contribution at the moment of success. "Did this work? Add your experience in 30 seconds."	→ OPPORTUNITY Voice-to-knowledge pipeline. Record → auto-transcribe → → attribute. Flywheel starts h

Emotional arc · Pain point · Platform opportunity · Adoption phase · Core value phase · Growth loop phase

▸ Interview quotes grounded in Hirth stakeholder research session