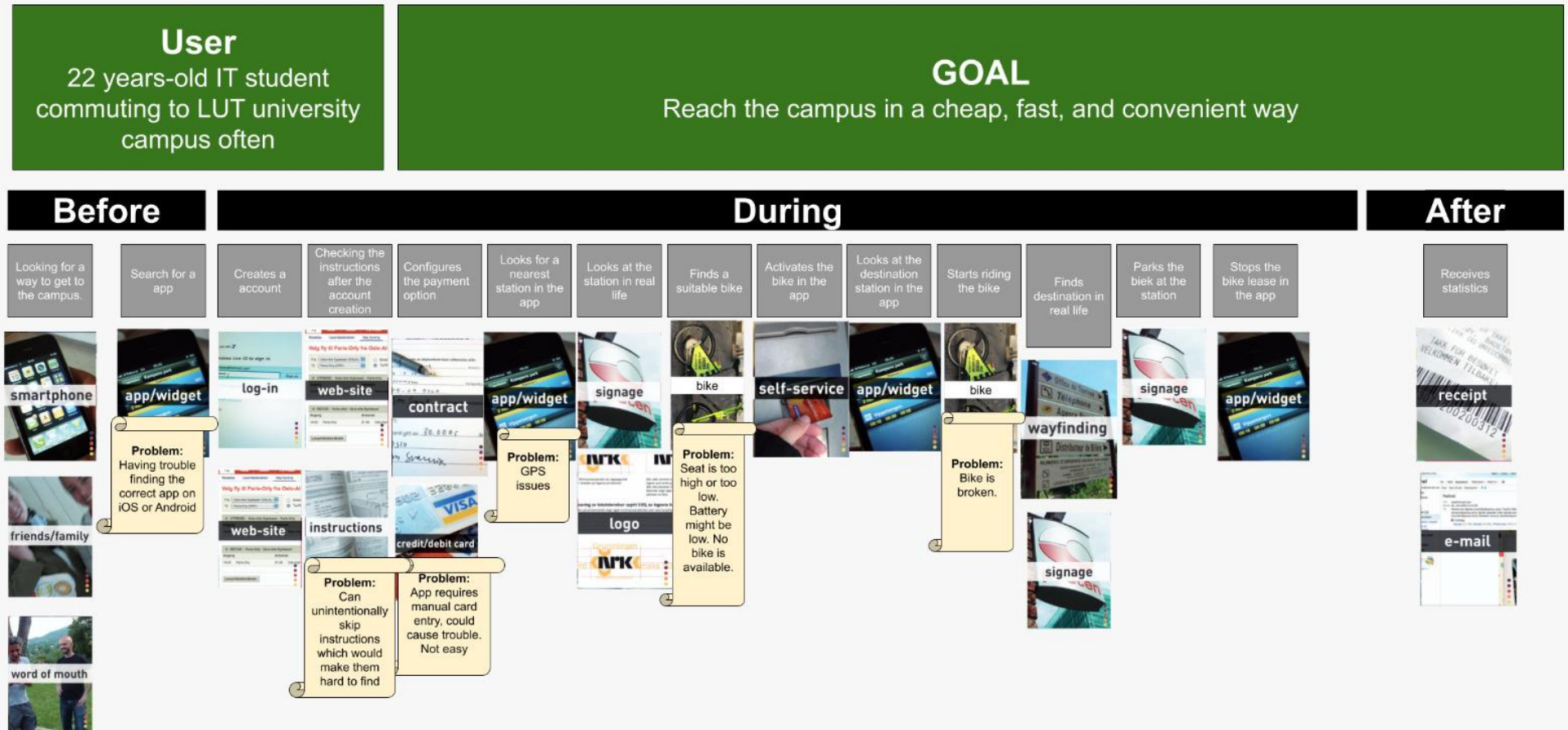# Tool 1

Fig 1. Tool 1: Mapping touchpoints for Freebike by Mankeli.

After creating a simple journey map, we have identified our user as a 22-year-old IT student at LUT University, who needs a fast, cheap, and convenient way to commute to the campus on a frequent basis. We have marked down detailed key steps of the user journey that the student needs to take to use the service.
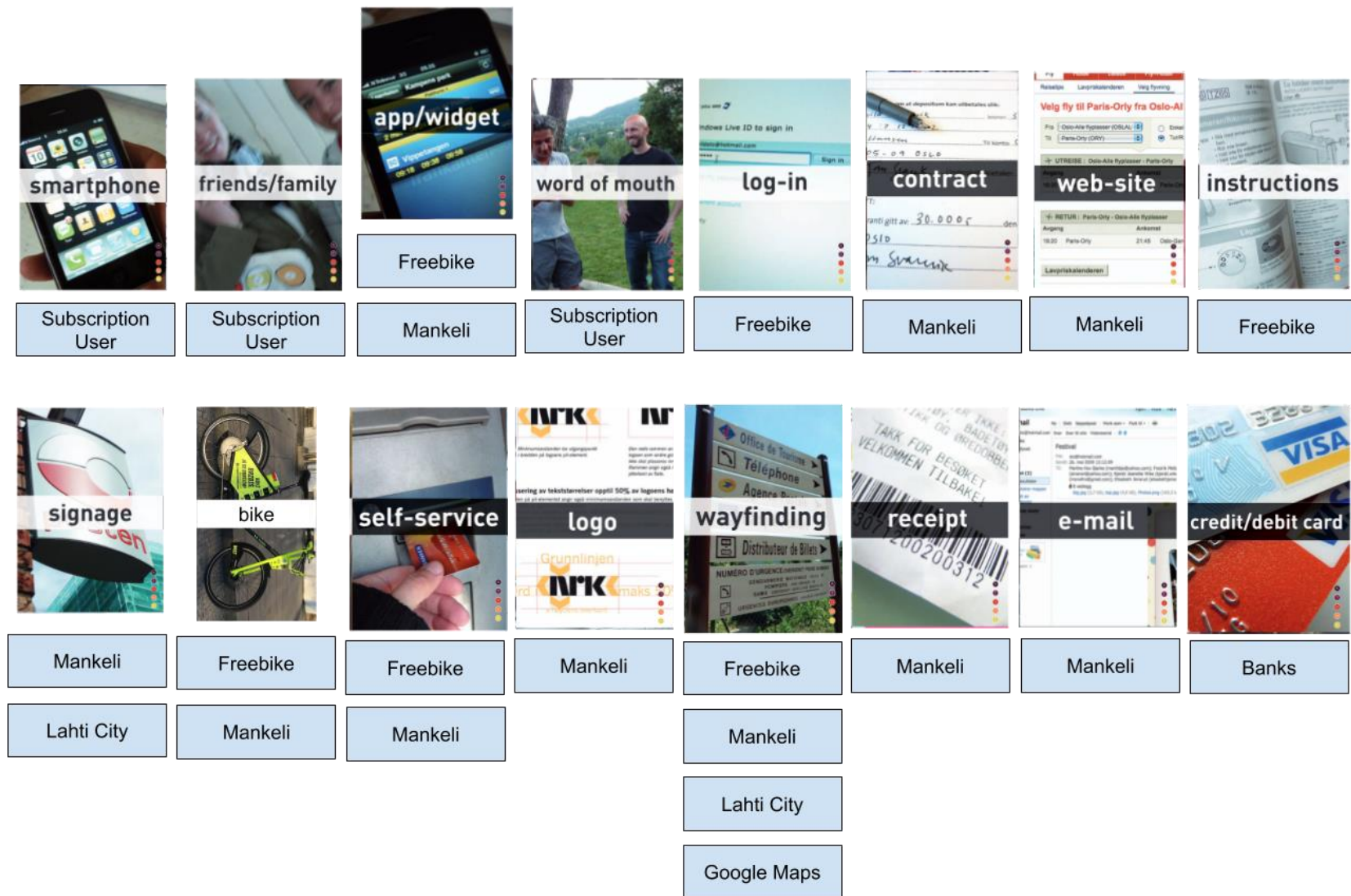
Tool 4

Fig 2. Tool 4: Touchpoints and their actors for Freebike by Mankeli.

Based on the touchpoints we used within our journey map we have identified one or more responsible actors. The following text explains the touchpoints with multiple actors and our thoughts on them.

Regarding the touchpoint of the app/widget, the responsibility is somewhat shared. Freebike owns the app and integrates it with the bikes, but Mankeli is responsible for the bike station placement within the app and other assets. For signage, the responsibility is again split. Mankeli is responsible for the design and selecting the locations where the signs can be placed, but the city of Lahti is responsible for approving the placement of signs at the stations. As for the bikes, according to online sources, the responsibility is divided. Freebike provides the bikes to Mankeli and owns that specific type of bike, while Mankeli facilitates maintenance and service for the users. In terms of self-service, the responsibility is shared between Freebike and Mankeli. The Freebike app allows users to start the bikes, but Mankeli ensures that the bikes are in the stations and ready to use. For wayfinding responsibility, it depends on what the user chooses to do. There are four ways to do it: using the Freebike app, where Freebike is responsible; seeing station signs, where Mankeli is responsible; using the street signs, where the city of Lahti is responsible; or by using the Google Maps app, where Google is responsible. In this case, it highly depends on the context.

Discussion.

Are these actors from different organizations? Which ones?

- Yes, they are from different organizations: Mankeli, Freebike, Banks, the city of Lahti, and Google.

Are they from different units in the same organization (e.g. the service provider)?

- The actors are organizations themselves. Although many roles within these organizations work on the touchpoints, it is the organization as a whole that is responsible for them.

Tool 5

Fig 3. Tool 5: Emotions of each step for Freebike by Mankeli.

Using tool 5, we managed to assign an emotion to each step of the user journey. As the user was representative of our group member, and we all generally have had a positive experience using the service, most of the emotions used were good emotions. There were some negative emotions as well, especially when there are complex instructions, money, or stopping the bike.

We have also drawn an emotional curve based on the changing emotions. Due to the limitations of the software, it is not exactly a curve but still serves its intended purpose.

Discussion.

Do you know from your research if these take place?

- Yes, we built the user journey using the instructions provided by the service and assigned the emotions based on our experience and observations of other users.

Do you need more research?

- Yes, to eliminate biases and be more subjective, a bigger sample size of users is needed. Therefore, we need to do more research on how different users can have different experiences with the service.