

Customer experience journey map

Use this framework to better understand customer needs. motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

Product School

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Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario

Find scope for

improving

Citibike product

Using the visualizations

find areas where

changes are required

to promote the usage

of NYC bike better



What does the person (or group) typically experience?



Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

managers in company regarding the use of Data Analytics for Citi

> Probably in NYC office viewing the

bikes

They talk to their

Entice

How does someone

of this process?

initially become aware

Access bike data

analysis

Experience the

modernized way

of looking out

for the best NYC

Viewing the Citi Bike

operating report

using a browser in a

computer

To find ways to

sharing system

Data Inferences about

Citi Bike generated in

the form of

visualizations

The results of data

Clean the data so as

and unwanted

records

to avoid erroneous

analysis may not be

always be correct

improve the NYCBike



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What do people experience as they begin the process?

> Look at the front page of the dashboard

The user understands that this dashboard gives various visualizations using past data

Use projectors,

screens to view

dashboard

Talk to their team abut the usefulness of the Operating report for Citi bike

In NYC bike office

Convince the Citi Bike

team data analytics can

provide useful insights

about Citi Bike

The front page of the

dashboard is visually

appealing



Engage

In the core moment in the process, what

> Look at a visualisation

The user looks at each visualization and tries to understand what aspect of NYC bike the visualization istalking about

sort of information about the NYC. For eg. The number of female users might be dropping over the vears. The user has to understand the current situation and trend

Understand

the current

A visualization tried to depict some

situation

Talk to industry experts, higher authorities in Citi Bike to address the issues and analyze

results

In NYC office / Analyze in Citi Bike stations

Motivation is to

improve the statistics

shown in the Citi Bike

Visualizations

Easy to understand

data patterns and

trends

Find reasons for the

trends shown in

visualizations

Use NYC bike and Citi Bike app to check the results of the data visualizations

issues

In Citi Bike meetings and Citi Bike stations

Talk to users of Citi

Bike to address

What do people typically experience as the process finishes?

Areas to improve

Exit

Pressing problems

Citi Bikes and Citi

Bike app to install

changes

The data visualizations will give an idea to users on the areas where Citi Biike can be improved

The user will get an idea of which problems are more

The user would want the data analysis to be updated based on the important than others newly arriving data and also get more visualizatons

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Extend

What happens after the

experience is over?

Expect continuous insights

Talk to industry experts and further use of data analytics

> In the internet video calls etc



Goals & motivations

At each step, what is a person's orimary goal or motivation ("Help me..." or "Help me avoid...")

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity

How might we make each step

What have others suggested?

Is the data source used reliable

Normalize the features

and perform feature

scaling to reduce the

chances of incorrect

results

Requires more security on who can access the dashboard

Prevent the usage of sensitive and confidential data

Check if the visualization is

relevant

Interactive and creative forms of

visualizations

To understand the visualizations the user might require prior mathematical knowledge

Provide descriptors and labels to the user to improve the readability of the visualizations

Patterns or inferences may not always be easily inferable from

the visualization

Provide explanations about the features of Citi Bike data used for visualization

analysis presented in an understandable way

Sophisticated data

The user would need a good understanding of the dataset and it's attributes to understand the correlation between them

Present the visualizations as simple as possible and avoid mathematical jargons

Find reasons for the trends shown in visualizations

Time required for

analysis drastically

Can the statistics shown in graphs be improved?

and if they should continue to use it

reduces due to Cognos enabled visualizations

The needs of the users keep changing as there will be constant changes in the Citi Bike system

Present the visualizations as simple as possible and avoid mathematical jargons

Results obtained from data analysis is implemented successfully and the Citi Bike sharing system is improved

Motivation is to check

is data analytics

provides useful results

A visualization that is useful now may not be useful in the future

Use predictive modelling in the dataset to make visualizations using future predictions