

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

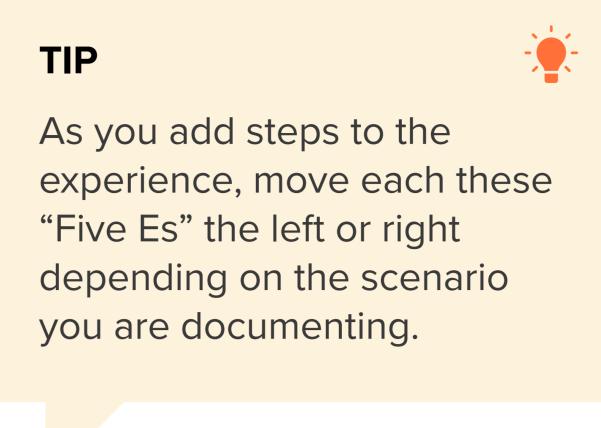
Product School





Document an existing experience

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.



Look at a

visualisation

The user looks at each

visualization and tries to

understand what aspect of

Citibike the visualization is

talking about

In Citi Bike office /

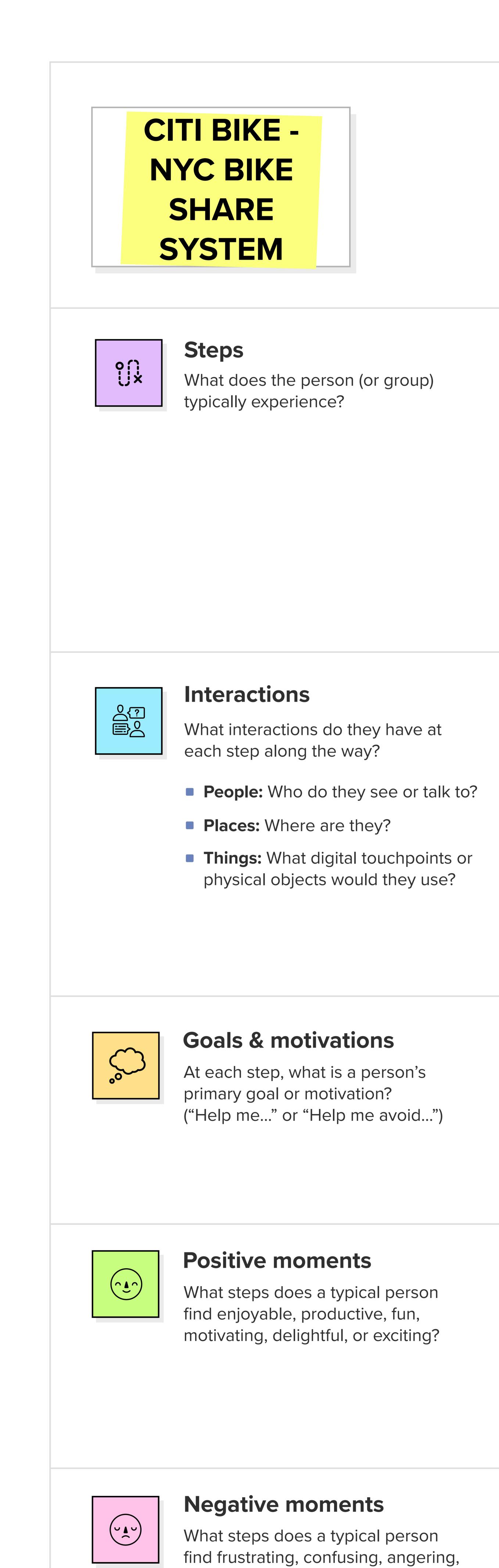
Analyze in Citi Bike

stations

Find reasons for the

trends shown in

visualizations



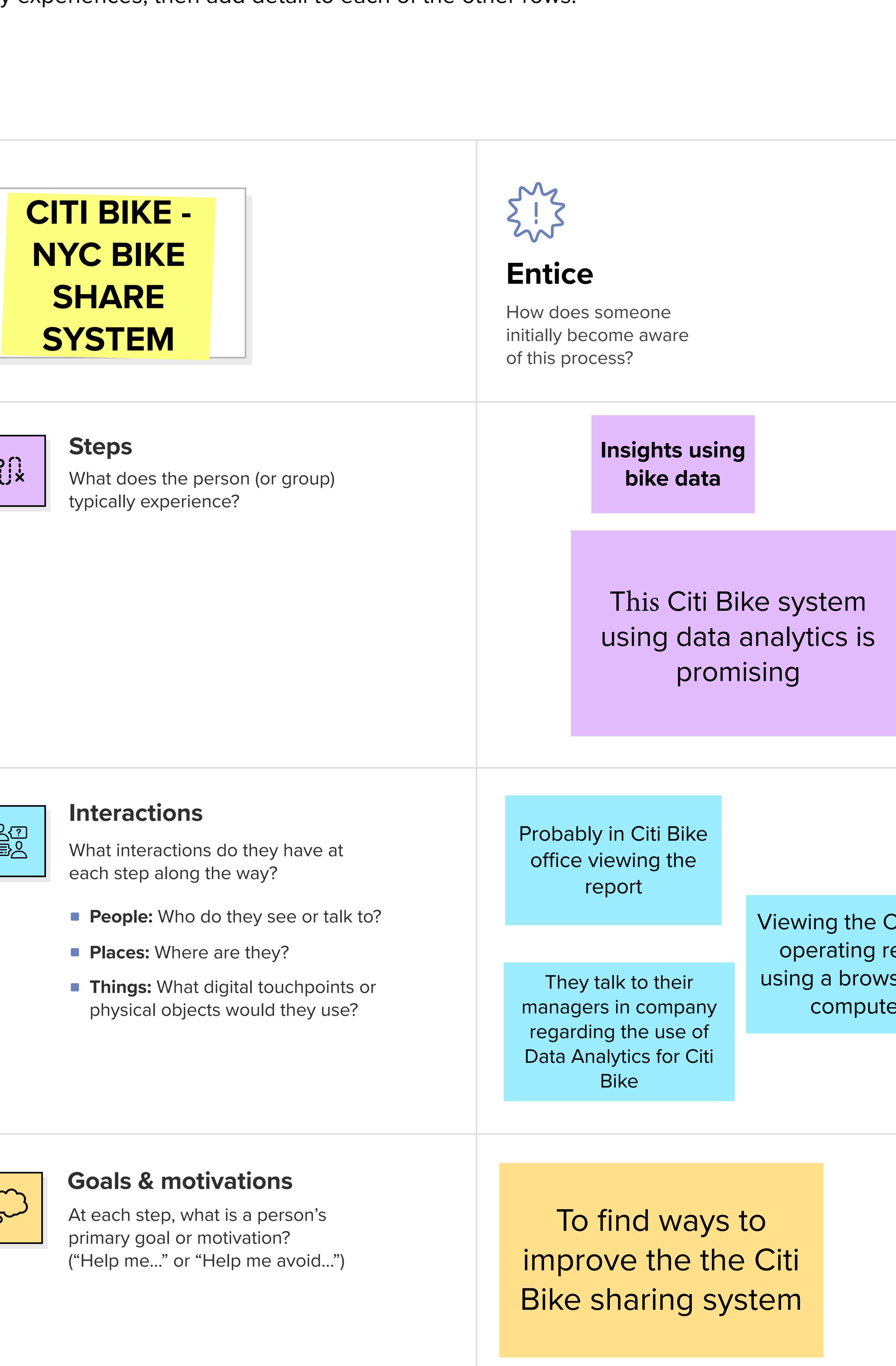
costly, or time-consuming?

Areas of opportunity

How might we make each step

better? What ideas do we have?

What have others suggested?



Data Inferences about

Citi Bike generated in

the form of

visualizatioons

Is the data source

Normalize the features

and perform feature

scaling to reduce the

chances of incorrect

used reliable

The results of data

analysis may not be

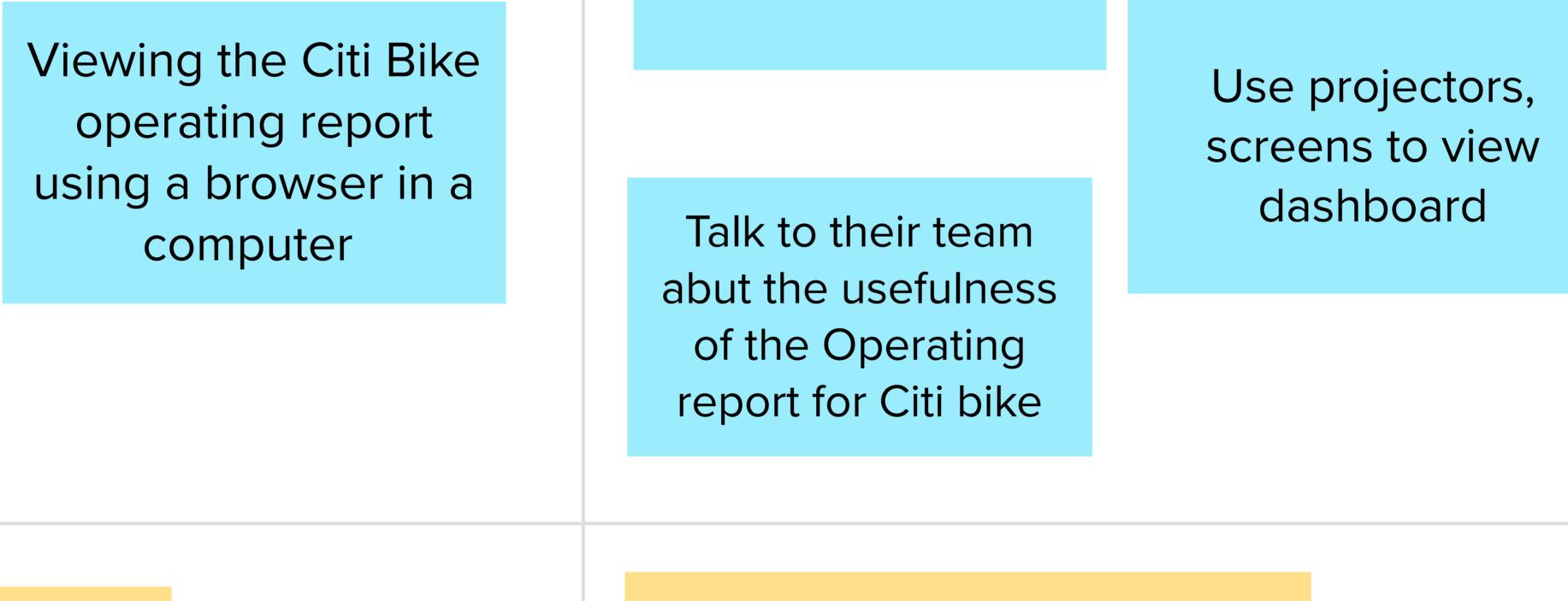
always be correct

Clean the data so as

to avoid erroneous

and unwanted

records



Requires more

security on who can

access the dashboard

Prevent the usage of

sensitive and

confidential data

In Citi Bike office

Enter

What do people

experience as they

begin the process?

Look at the

front page of

the dashboard

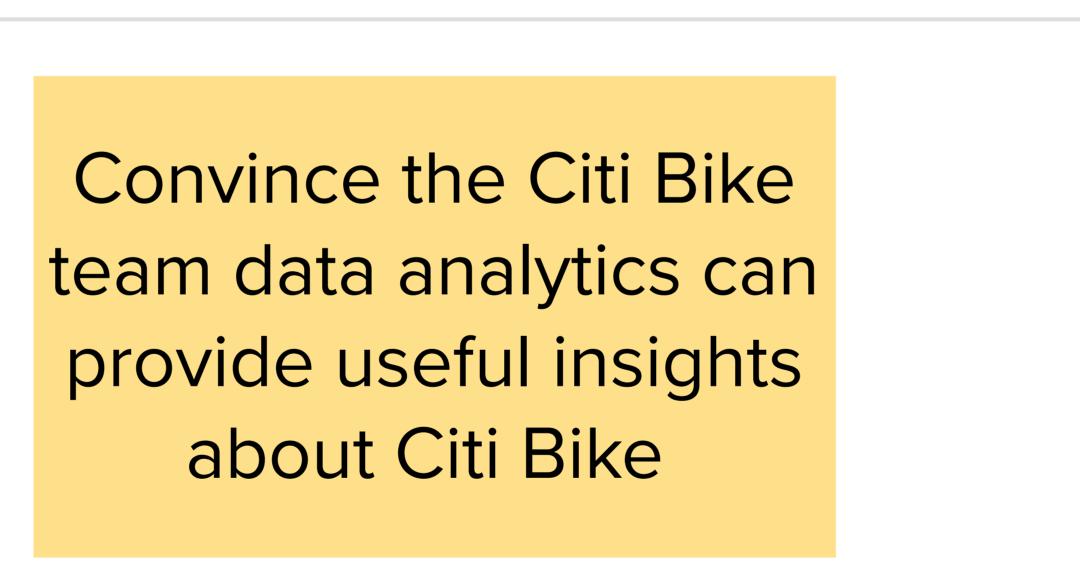
The user understands

that this dashboard

gives various

visualizations using

past data



The front page of the dashboard is visually appealing

Interactive and Easy to understand creative forms of data patterns and visualizations

Check if the

visualization is

relevant

Engage

happens?

In the core moments

in the process, what

Find scope for

improving

Citibike product

Using the visualizations

find areas where

changes are required

to promote the usage

of Citi Bike better

Use Citi Bike and Citi

Bike app to check the

results of the data

visulaisations

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

Understand

the current

situation

A visualization tried to depict some

sort of information about the

Citibike. For eg. The number of

female users might be dropping

over the years. The user has to

understand the current situation

and trend

Talk to industry experts,

higher authorities in Citi

Bike to address the

issues and analyze

results

Motivation is to

improve the statistics

shown in the Citi Bike

Visualizations

trends

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

Sophisticated data

analysis presented in

an understandable

Present the visualizations as simple as possible and avoid

Extend What happens after the experience is over? Expect

The user would want the The data visualizations data analysis to be will give an idea to users updated based on the on the areas where Citi newly arriving data and Biike can be improved also get more visualizatons

Talk to users of Citi Bike to address issues

What do people

Pressing

problems

typically experience

as the process finishes?

The user will get an

idea of which

Areas to

improve

experts and further use of data analytics Citi Bikes and Citi Bike app to install

Exit

In Citi Bike meetings and Citi Bike stations

trends shown in

visualizations

Can the statistics shown in graphs be improved?

changes

Motivation is to check is data analytics provides useful results and if they should continue to use it

Results obtained from data

analysis is implemented

Talk to industry

In the internet video

calls etc

Time required for analysis drastically reduces due to Cognos enabled visualizations

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

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

Use predictive

modelling in the

dataset to make

visualizations using

Present the

visualizations as simple as possible and avoid mathematical jargons mathematical jargons

successfully and the Citi Bike sharing system is improved