

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

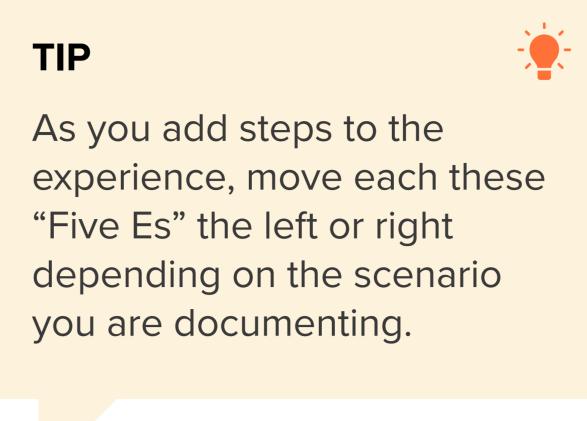
Product School





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.



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

Find reasons for the

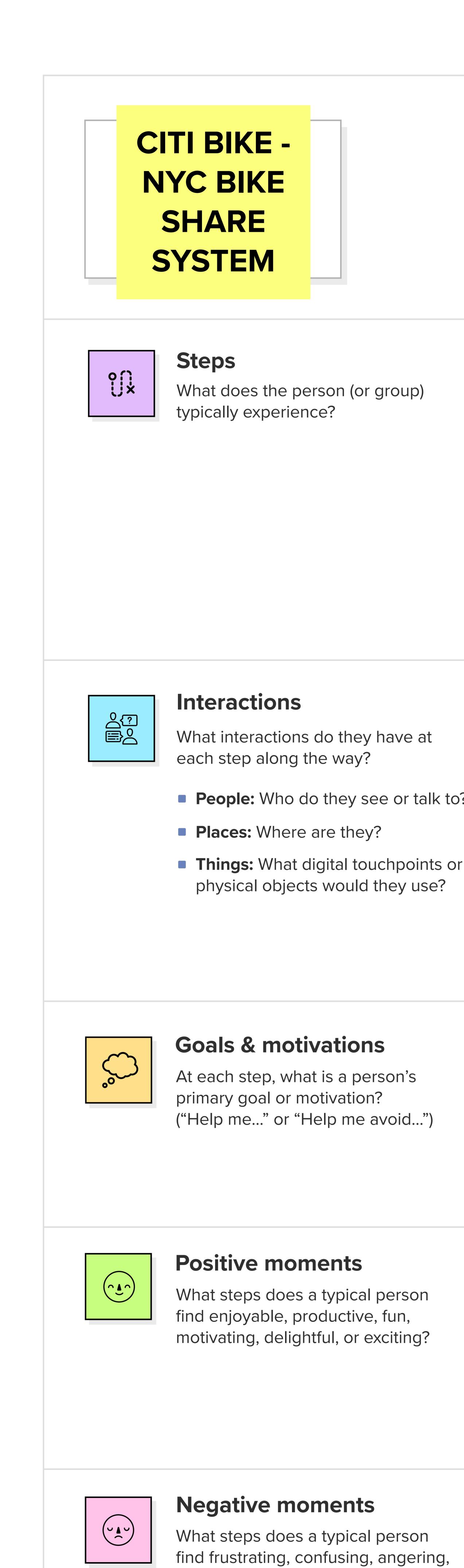
trends shown in

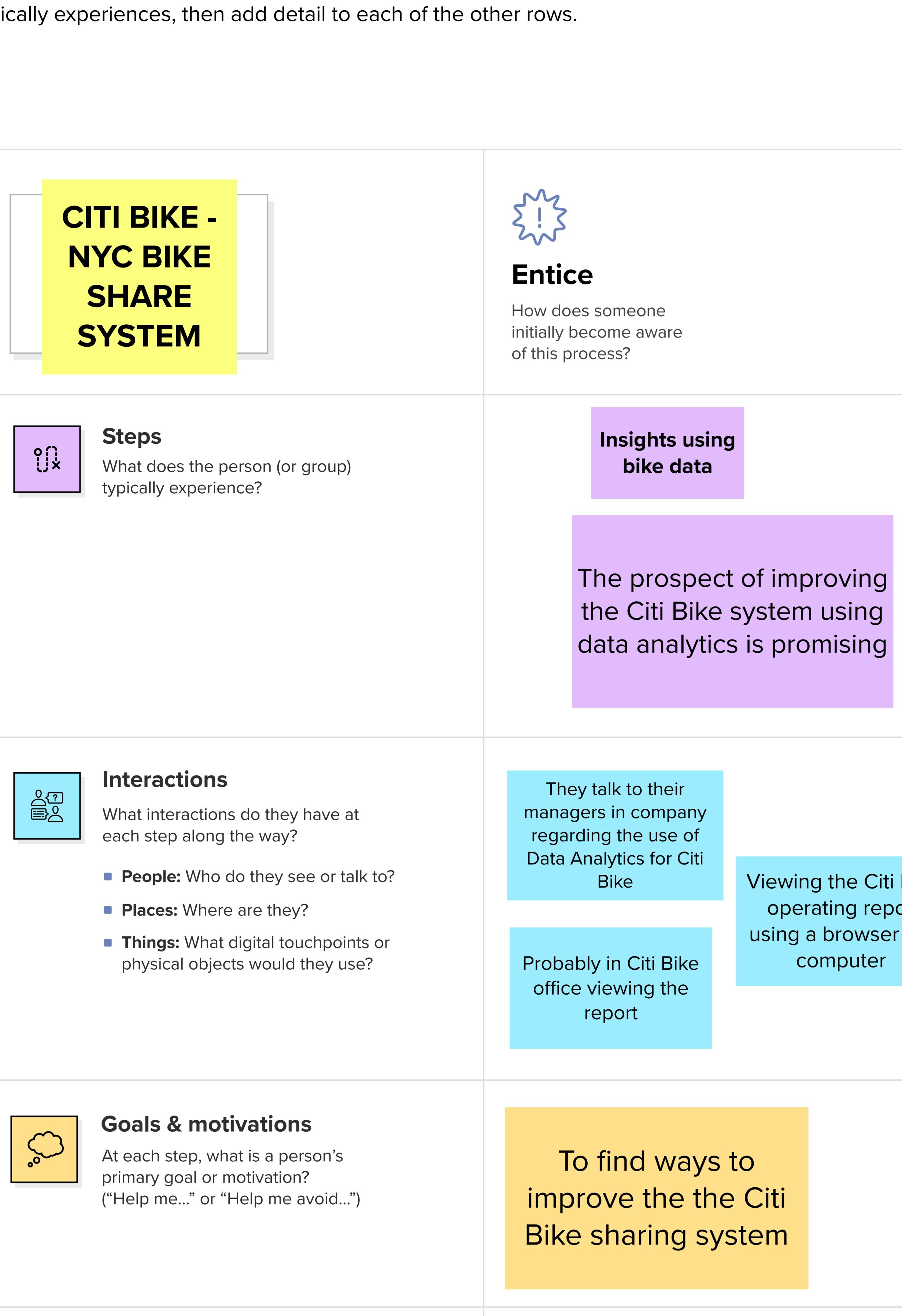
visualizations

Sophisticated data

analysis presented in

an understandable





Viewing the Citi Bike operating report using a browser in a computer

Convince the Citi Bike team data analytics can provide useful insights

Talk to their team

abut the usefulness

of the Operating

report for Citi bike

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

Use projectors,

screens to view

dashboard

The front page of the dashboard is visually appealing

about Citi Bike

Requires more security on who can access the dashboard

To understand the visualizations the user might require prior mathematical

Provide descriptors

to improve the

readability of the

visualizations

Engage

happens?

In the core moments

in the process, what

Look at a

visualisation

The user looks at each

visualization and tries to

understand what aspect of

Citibike the visualization is

talking about

Talk to industry experts,

higher authorities in Citi

Bike to address the

issues and analyze

results

Check if the

visualization is

relevant

Interactive and

creative forms of

visualizations

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

In Citi Bike 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

knowledge

Patterns or inferences

may not always be

easily inferable from

the visualization

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

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

analysis is implemented successfully and the Citi Bike sharing system is improved

A visualization that is

Areas of opportunity

costly, or time-consuming?

How might we make each step better? What ideas do we have? What have others suggested?

Clean the data so as to avoid erroneous and unwanted records

The results of data

analysis may not be

always be correct

Data Inferences about

Citi Bike generated in

the form of

visualizatioons

Normalize the features and perform feature scaling to reduce the chances of incorrect

Is the data source

used reliable

Prevent the usage of sensitive and confidential data

Provide explanations and labels to the user about the features of Citi Bike data used for visualization

Present the visualizations as simple as possible and avoid

visualizations as simple as possible and avoid mathematical jargons mathematical jargons

Extend

What happens after the experience is over?

Expect

typically experience as the process finishes?

> Pressing problems

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

Talk to industry

Talk to users of Citi Bike to address

issues

What do people

Areas to

improve

The data visualizations

will give an idea to users

Biike can be improved

on the areas where Citi

In Citi Bike meetings and Citi Bike stations

trends shown in

visualizations

experts and further use of data analytics Citi Bikes and Citi

Bike app to install changes In the internet video calls etc

Can the statistics shown in graphs be improved?

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

Results obtained from data

Time required for analysis drastically reduces due to Cognos enabled visualizations

useful now may not be useful in the future

Present the

Use predictive modelling in the dataset to make visualizations using