Template

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

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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.

Citi Bike Share System	**Entice** How does someone initially become aware of this process?	**Enter** What do people experience as they begin the process?	**Engage** In the core moments in the process, what happens?	**Exit** What do people typically experience as the process finishes?	**Extend** What happens after the experience is over?
Steps What does the person (or group) typically experience?	**Insights using bike data** The prospect of improving the Citi Bike system using data analytics is promising	**Look at the front page of the dashboard** The user understands that this dashboard gives various visualizations using past data	**Look at a visualisation** The user looks at each visualization and tries to understand what aspect of Citibike the visualization is talking about **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 **Find scope for improving Citibike product** Using the visualizations find areas where changes are required to promote the usage of Citi Bike better	**Areas to improve** The data visualizations will give an idea to users on the areas where Citi Biike can be improved **Pressing problems** The user will get an idea of which problems are more important than others	**Expect continuous insights** The user would want the data analysis to be updated based on the newly arriving data and also get more visualizatons
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?	Probably in Citi Bike office viewing the report Viewing the Citi Bike operating report using a browser in a computer They talk to their managers in company regarding the use of Data Analytics for Citi Bike	Talk to their team abut the usefulness of the Operating report for Citi bike In Citi Bike office Use projectors, screens to view dashboard	Talk to industry experts, higher authorities in Citi Bike to address the issues and analyze results Use Citi Bike and Citi Bike app to check the results of the data visulaisations In Citi Bike office / Analyze in Citi Bike stations	Citi Bikes and Citi Bike app to install changes In Citi Bike meetings and Citi Bike stations Talk to users of Citi Bike to address issues	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 primary goal or motivation? ("Help me..." or "Help me avoid...")	To find ways to improve the the Citi Bike sharing system	Convince the Citi Bike team data analytics can provide useful insights about Citi Bike	Check if the visualization is relevant Motivation is to improve the statistics shown in the Citi Bike Visualizations Find reasons for the trends shown in visualizations	Find reasons for the trends shown in visualizations 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
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Data Inferences about Citi Bike generated in the form of visualizatioons	The front page of the dashboard is visually appealing	Sophisticated data analysis presented in an understandable way Interactive and creative forms of visualizations Easy to understand data patterns and trends	Time required for analysis drastically reduces due to Cognos enabled visualizations	Results obtained from data analysis is implemented successfully and the Citi Bike sharing system is improved
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Is the data source used reliable The results of data analysis may not be always be correct	Requires more security on who can access the dashboard	To understand the visualizations the user might require prior mathematical knowledge The user would need a good understanding of the dataset and it's attributes to understand the correlation between them Patterns or inferences may not always be easily inferable from the visualization	The needs of the users keep changing as there will be constant changes in the Citi Bike system	A visualization that is useful now may not be useful in the future
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Normalize the features and perform feature scaling to reduce the chances of incorrect results Clean the data so as to avoid erroneous and unwanted records	Prevent the usage of sensitive and confidential data	Motivation is to improve the statistics shown in the Citi Bike Visualizations Provide explanations about the features of Citi Bike data used for visualization Time required for analysis drastically reduces due to Cognos enabled visualizations	Present the visualizations as simple as possible and avoid mathematical jargons	Use predictive modelling in the dataset to make visualizations using future predictions