

## 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

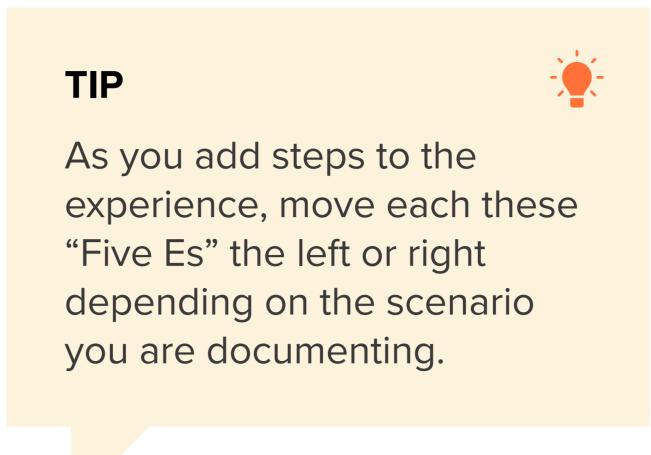
Product School



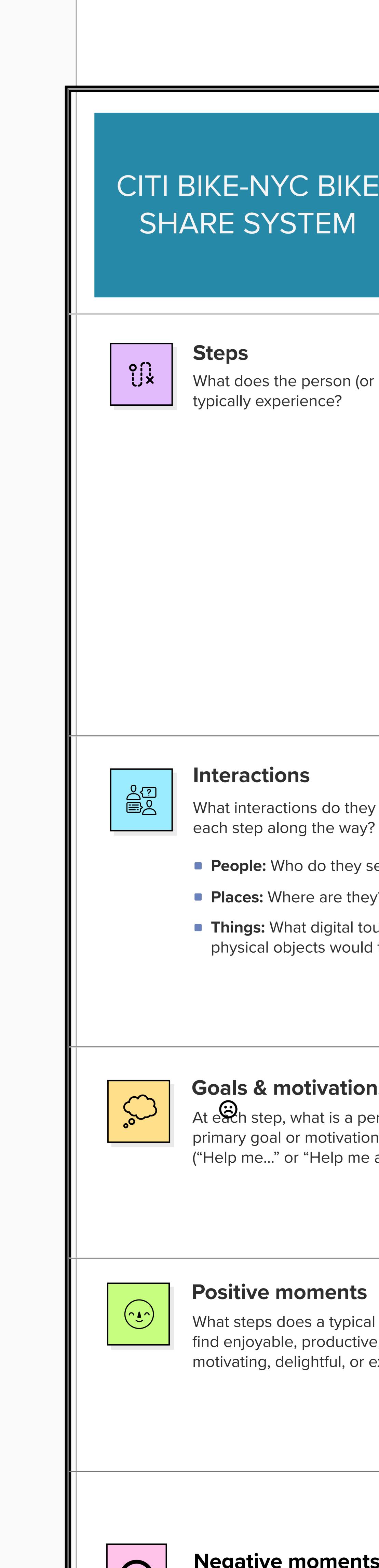


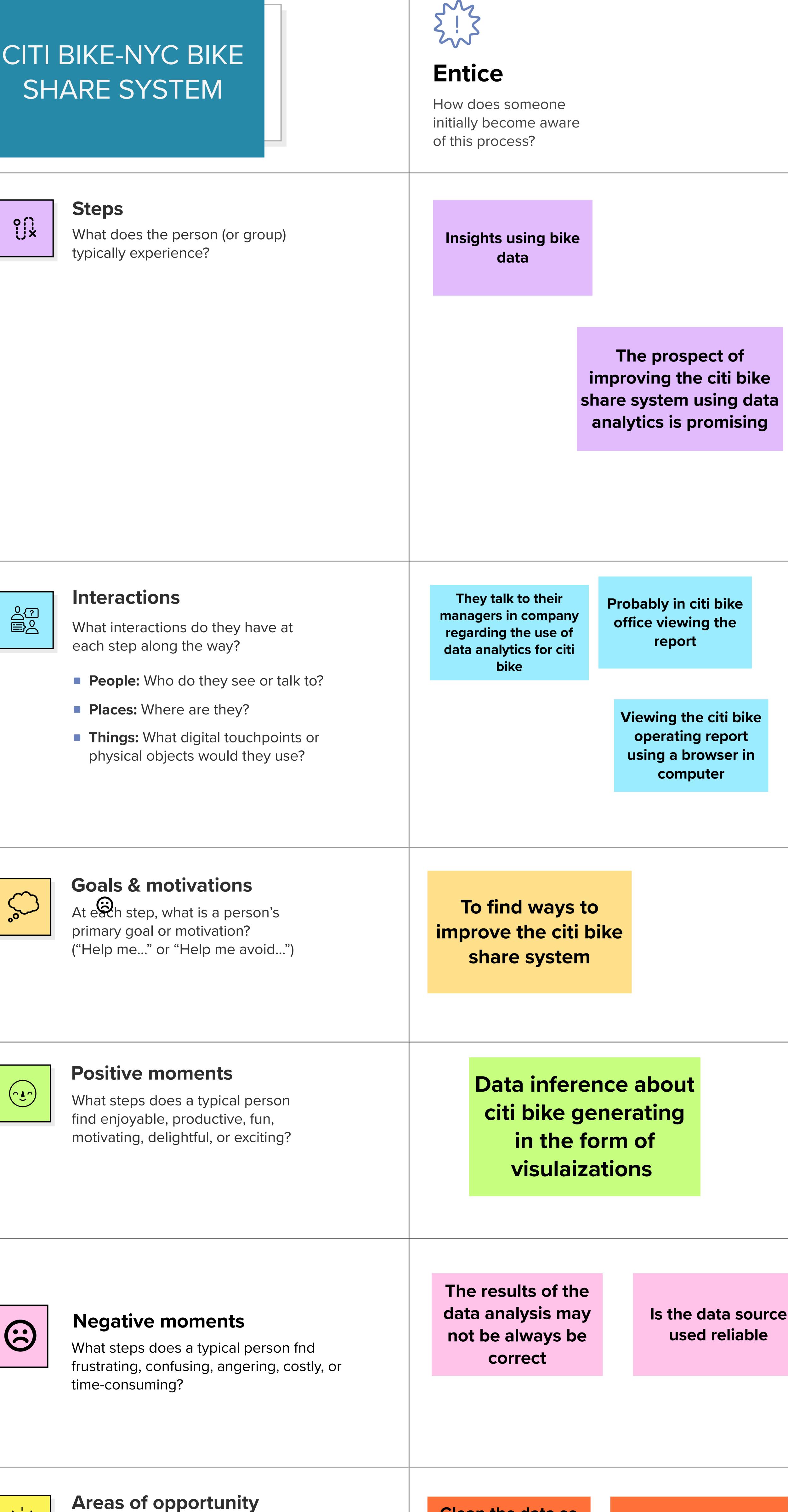
## Document an existing experience

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.

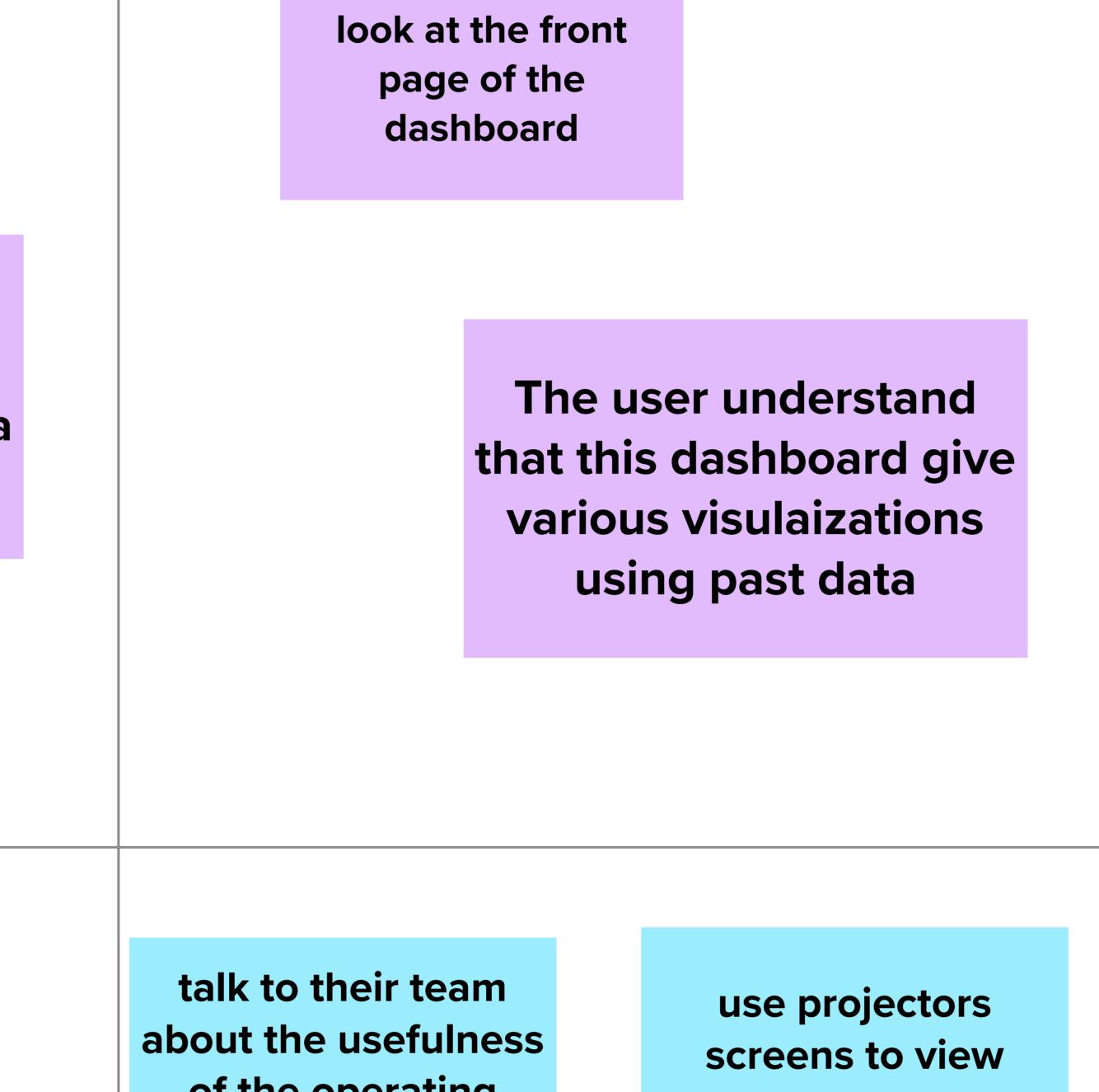


TEAM ID: PNT2022TMID39201





records



**Enter** 

What do people

experience as they

begin the process?

of the operating dashboard report for citi bike in citi 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 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

To understand the

visualizations the user

might require prior

mathematical

knowledge

Look at a

visualisation

The user looks at each

visualization and tries to

understand what aspect of

Citibike the visualization is

talking about

Engage

In the core moments

in the process, what

Motivation is to improve the statistics shown in the Citi Bike

Visualizations

Understand

the current

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 ofce /

Analyze in Citi Bike

stations

Easy to understand data patterns and trends

Patterns or inferences

may not always be easily inferable from the visualization

Present the

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

What do people typically experience as the process finishes?

**Extend** 

What happens after the experience is over?

Areas to improve

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

Pressing

continuous

Expect

The user would want the data analysis to be important than others

updated based on the newly arriving data and also get more visualizatons

Talk to industry

experts and further

use of data analytics

Talk to users of Citi Bike to address issues

visualizations

Citi Bikes and Citi Bike app to install changes

In the internet video calls etc

In Citi Bike meetings and Citi Bike stations

Find reasons for the trends shown in

Can the statistics shown in graphs be improved?

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

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

Motivation is to check

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

Present the as possible and avoid

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

What steps does a typical person fnd frustrating, confusing, angering, costly, or

How might we make each step

What have others suggested?

better? What ideas do we have?

Is the data source

Requires more security on who can access the dashboard

Prevent the usage of

sensitive and

and labels to the user to improve the

as possible and avoid

Find scope for

improving

Citibike product

Using the visualizations

fnd 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

Citi Bike data used for