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## Document an existing experience

**TIP**

As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.

##### 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.

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

They talk to their managers in company regarding the use of Data Analytics for Citi Bike

#### Steps

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?

## Entice

How does someone initially become aware of this process?

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

**Insights using bike data**

Probably in Citi Bike office viewing the report

## 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

In Citi Bike meetings and Citi Bike stations

Talk to users of Citi Bike to address issues

In Citi Bike office

Citi Bikes and Citi Bike app to install changes

In the internet video calls etc

In Citi Bike office / Analyze in Citi Bike stations

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

## Engage

In the core moments in the process, what happens?

This Citi Bike system using data analytics is promising

### 

**Find scope for improving Citibike product**

**Understand the current situation**

Using the visualizations find areas where changes are required to promote the usage of Citi Bike better

What do people typically experience

as the process finishes?

### 

**Look at a visualisation**

**Pressing problems**

The user will get an idea of which problems are more important than others

The user looks at each visualization and tries to understand what aspect of Citibike the visualization is talking about

## Exit

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

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

**Areas to improve**

## Extend

What happens after the experience is over?

**Expect continuous insights**

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

Talk to industry experts and further use of data analytics

**Things:** What digital touchpoints or physical objects would they use?

#### Goals & motivations

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

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

dashboard

#### Positive moments

Can the statistics shown in graphs be improved ?

Find reasons for the trends shown in visualizations

To find ways to improve the the Citi Bike sharing system

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

Find reasons for the trends shown in visualizations

Motivation is to improve the statistics shown in the Citi Bike Visualizations

Check if the visualization is relevant

Convince the Citi Bike team data analytics can provide useful insights about Citi Bike

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

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

[**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)

Data Inferences about Citi Bike generated in the form of visualizatioons

Time required for analysis drastically reduces due to Cognos enabled visualizations

Sophisticated data analysis presented in an understandable way

Easy to understand data patterns and trends

Interactive and creative forms of visualizations

The front page of the dashboard is visually appealing

#### Negative moments

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

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

Present the visualizations as simple as possible and avoid mathematical jargons

Present the visualizations as simple as possible and avoid mathematical jargons

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

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

Prevent the usage of sensitive and confidential data

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

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

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

To understand the visualizations the user might require prior mathematical knowledge

Requires more security on who can access the dashboard

Is the data source used reliable

The results of data analysis may not be always be correct



**CITSICEBNARIIOKE -**

**BNrowYsCing, BboIoKkinEg,**

**attenSdinHg, AanRd rEating a**

**local city tour**

**SYSTEM**

**Template**

#### Areas of opportunity

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

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