

Project Design Phase-II

Customer Journey

Date	03 October 2022
Team ID	PNT2022TMID32291
Project Name	A new hint to transportation – Analysis of the NYC bike share system.
Maximum Marks	4 Marks

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.

Good example: Product School

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Document an existing experience

Review your focus to specific scenario or process within an existing product or service. If the **Steps** row document the underlying process someone typically experiences, then add detail to each of the other rows.

Tip Document the experience, not the product. Focus on the user's perspective, not the company's.

	Enrich	Enter	Engage	Exit	Extend
Context Where, when, why, and how a user interacts with the product					
Steps Sequence of steps (in general, top to bottom)	<div>Step 1: User logs in</div> <div>Step 2: User searches for a bike</div> <div>Step 3: User finds a bike</div> <div>Step 4: User locks the bike</div> <div>Step 5: User rides the bike</div> <div>Step 6: User returns the bike</div>	<div>Step 1: User logs in</div> <div>Step 2: User searches for a bike</div> <div>Step 3: User finds a bike</div> <div>Step 4: User locks the bike</div> <div>Step 5: User rides the bike</div> <div>Step 6: User returns the bike</div>	<div>Step 1: User logs in</div> <div>Step 2: User searches for a bike</div> <div>Step 3: User finds a bike</div> <div>Step 4: User locks the bike</div> <div>Step 5: User rides the bike</div> <div>Step 6: User returns the bike</div>	<div>Step 1: User logs in</div> <div>Step 2: User searches for a bike</div> <div>Step 3: User finds a bike</div> <div>Step 4: User locks the bike</div> <div>Step 5: User rides the bike</div> <div>Step 6: User returns the bike</div>	<div>Step 1: User logs in</div> <div>Step 2: User searches for a bike</div> <div>Step 3: User finds a bike</div> <div>Step 4: User locks the bike</div> <div>Step 5: User rides the bike</div> <div>Step 6: User returns the bike</div>
Interactions What the user does, sees, hears, feels, and thinks during the experience	<div>Interacts with the login page</div> <div>Views the search results</div> <div>Clicks on a bike</div> <div>Locks the bike</div> <div>Rides the bike</div> <div>Unlocks the bike</div> <div>Views the return location</div>	<div>Interacts with the login page</div> <div>Views the search results</div> <div>Clicks on a bike</div> <div>Locks the bike</div> <div>Rides the bike</div> <div>Unlocks the bike</div> <div>Views the return location</div>	<div>Interacts with the login page</div> <div>Views the search results</div> <div>Clicks on a bike</div> <div>Locks the bike</div> <div>Rides the bike</div> <div>Unlocks the bike</div> <div>Views the return location</div>	<div>Interacts with the login page</div> <div>Views the search results</div> <div>Clicks on a bike</div> <div>Locks the bike</div> <div>Rides the bike</div> <div>Unlocks the bike</div> <div>Views the return location</div>	<div>Interacts with the login page</div> <div>Views the search results</div> <div>Clicks on a bike</div> <div>Locks the bike</div> <div>Rides the bike</div> <div>Unlocks the bike</div> <div>Views the return location</div>
Goals & motivations What the user wants to achieve, and why	<div>Goal: Find a bike to ride</div> <div>Motivation: Want to ride a bike</div>	<div>Goal: Find a bike to ride</div> <div>Motivation: Want to ride a bike</div>	<div>Goal: Find a bike to ride</div> <div>Motivation: Want to ride a bike</div>	<div>Goal: Find a bike to ride</div> <div>Motivation: Want to ride a bike</div>	<div>Goal: Find a bike to ride</div> <div>Motivation: Want to ride a bike</div>
Positive moments What the user enjoys, and why	<div>Moment: Finding a bike</div> <div>Moment: Riding a bike</div>	<div>Moment: Finding a bike</div> <div>Moment: Riding a bike</div>	<div>Moment: Finding a bike</div> <div>Moment: Riding a bike</div>	<div>Moment: Finding a bike</div> <div>Moment: Riding a bike</div>	<div>Moment: Finding a bike</div> <div>Moment: Riding a bike</div>
Negative moments What the user dislikes, and why	<div>Moment: Not finding a bike</div> <div>Moment: Not being able to lock a bike</div>	<div>Moment: Not finding a bike</div> <div>Moment: Not being able to lock a bike</div>	<div>Moment: Not finding a bike</div> <div>Moment: Not being able to lock a bike</div>	<div>Moment: Not finding a bike</div> <div>Moment: Not being able to lock a bike</div>	<div>Moment: Not finding a bike</div> <div>Moment: Not being able to lock a bike</div>
Areas of opportunity What the user needs, and why	<div>Area: More bikes</div> <div>Area: Better search results</div>	<div>Area: More bikes</div> <div>Area: Better search results</div>	<div>Area: More bikes</div> <div>Area: Better search results</div>	<div>Area: More bikes</div> <div>Area: Better search results</div>	<div>Area: More bikes</div> <div>Area: Better search results</div>

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