

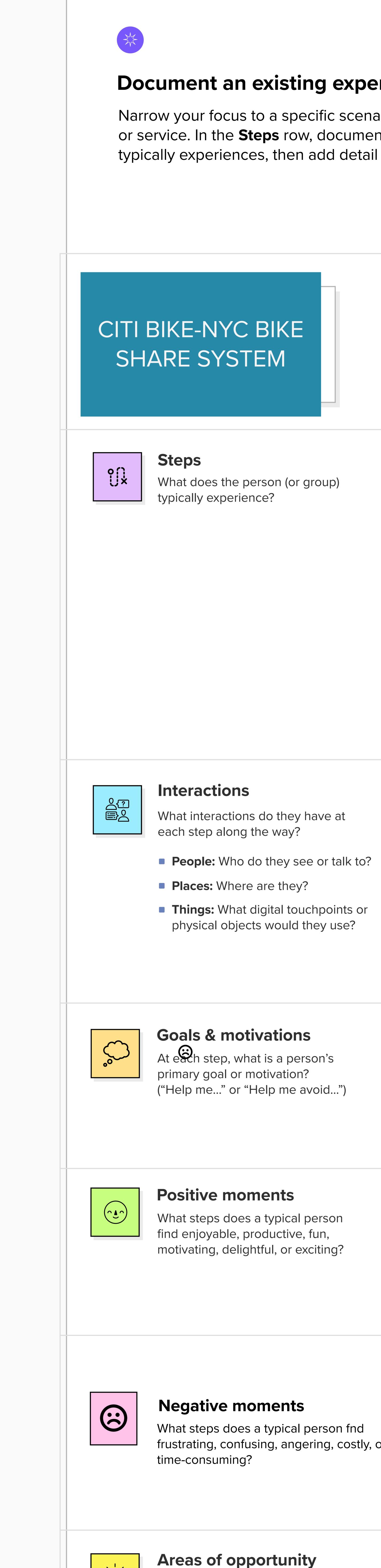
experience Journey map

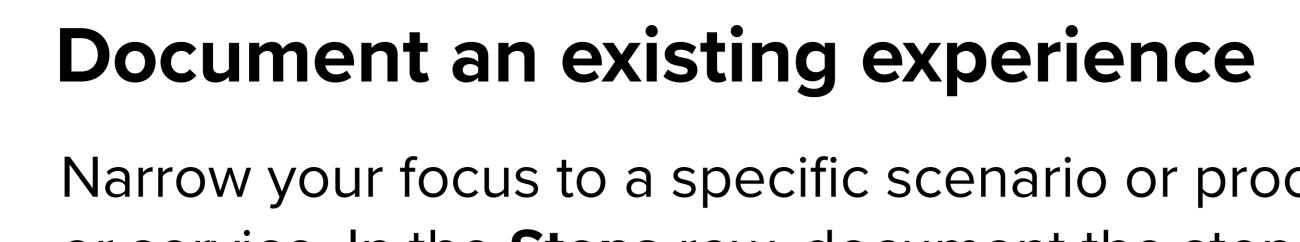
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

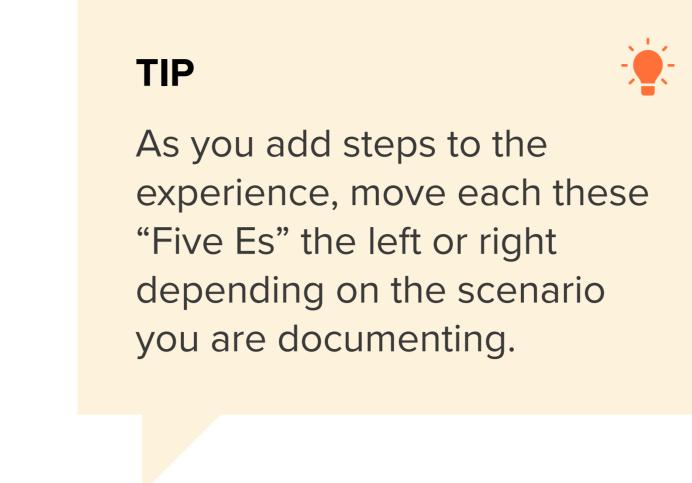
Product School

Share template feedback





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.

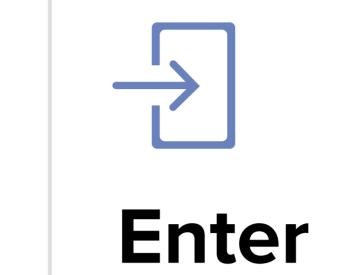






How does someone initially become aware of this process?

Insights using bike



experience as they

begin the process?

What do people

look at the front

page of the dashboard



Engage

In the core moments in the process, what happens?

visualisation

Look at a

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

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

Understand

Find scope for improving Citibike product

Using the visualizations fnd 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

Find reasons for the

trends shown in

visualizations

What do people

typically experience

as the process finishes?

Pressing

The user will get an

problems are more

idea of which

important than others

Citi Bikes and Citi

Bike app to install

Expect continuous

Extend

What happens after the

experience is over?

In the internet video

calls etc

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

- What interactions do they have at
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

They talk to their

Probably in citi bike garding the use of

To find ways to

share system

improve the citi bike

Data inference about

citi bike generating

in the form of

visulaizations

office viewing the report

The prospect of

improving the citi bike

share system using data

analytics is promising

Viewing the citi bike

using a browser in

about the usefulness of the operating report for citi bike

talk to their team use projectors

screens to view dashboard

The user understand

that this dashboard give

various visulaizations

using past data

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

dashboard

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

In Citi Bike ofce / Analyze in Citi Bike stations

Motivation is to

improve the statistics

shown in the Citi Bike

Visualizations

Use Citi Bike and Citi Bike app to check the results of the data visulaisations

Find reasons for the

trends shown in

visualizations

Talk to users of Citi Bike to address issues

changes

In Citi Bike meetings and Citi Bike stations

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 improved

A visualization that is

useful now may not

be useful in the future

Motivation is to check

Negative moments

What steps does a typical person fnd frustrating, confusing, angering, costly, or The results of the data analysis may not be always be correct

Is the data source

Requires more security on who can access the

To understand the visualizations the user might require prior mathematical knowledge

Patterns or inferences may not always be easily inferable from the visualization

Easy to understand

data patterns and

trends

to understand the correlation between them

The user would need a

good understanding of the

dataset and it's attributes

Sophisticated data

analysis presented in

an understandable

keep changing as there will be constant changes in the Citi Bike

The needs of the users

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

records

Prevent the usage of sensitive and

and labels to the user to improve the

Present the as possible and avoid

Citi Bike data used for

Present the as possible and avoid