❦ UTS

UNIVERSITY OF TECHNOLOGY SYDNEY

(32557) ENABLING ENTERPRISE INFORMATION SYSTEMS

Design Thinking & IS-Enabled Solutions (Part 2)

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1 Question 1

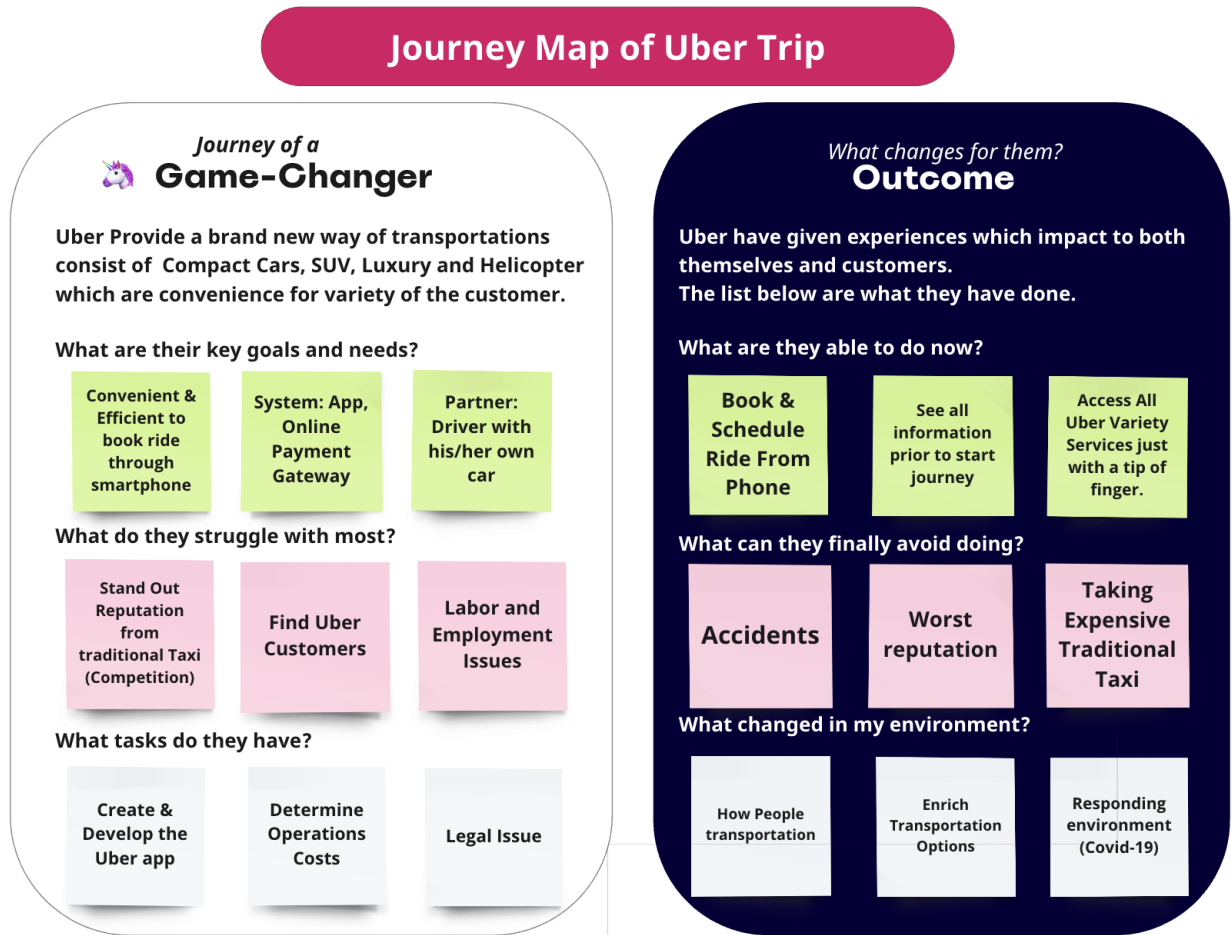## 1.1 Uber Trip Journey Map Activity

Figure 1: Journey Map Identification

Both Figure 1 and Figure 2 are made based on Rosenbaum et al. (2017).

| Journey Steps
Which step of the experience are you describing? | Discovery
Why do they even start the journey? | Registration
Why would they trust us? | Onboarding and First Use
How can they feel successful? | Sharing
Why would they invite others? |
|---|---|---|---|---|
| **Actions**
What does the customer do? What information do they look for? What is their context? | Want to reach Destination

Download The Uber App

Want a better option? | Input All Required Data (phone, email, payment, etc.).

verify Personal Information

Select the Suitable services

Input All Required Data (phone, email, payment, etc.). | Find book a driver swiftly and easily   Easy to interact with the driver

Easy to find pick up location   Able to See the Estimation (Cost, Time Arrivel) | Personal Experience

Cheaper Than Traditional Taxi

Relatives Recommendation |
| **Needs and Pains**
What does the customer want to achieve or avoid?
Tip: Reduce ambiguity, e.g. by using the first person narrator. | I want a Superior Experiences

I need to Know the Travel Estimation (arrival, costs, etc)

I found that the traditional Taxi is expensive

Its hard for me to find Taxi. | I trust this because of professional designed & user friendly App

I want the registration to be fast & seamless to use the service right away.

I still dont have some of the requirement data.

I concern about Privacy | Make booking schedule far before the day

Choose ride type

Some times It took long to find & contact driver

Fraud from Driver | Save money
▲
Save time

Bad Experience With Uber |
| **Touchpoint**
What part of the service do they interact with? | Uber App

Personal Detail (Phone Number, Credit Card, etc.)

Smartphone with Connection | 3rd Party Provider (CC validity)

OTP Message Verification

Registration Process | Pick-Up Location   Driver

Car   Drop-Off Location | Uber Driver

Feedback Page

Car Condition |
| **Customer Feeling**
What is the customer feeling? *Tip: Use the* **emoji app** *to express more emotions* | 😨 | 🤯 🤔 | 😃 😕 | 😊 😂 |
| *Backstage* | | | | |
| **Opportunities**
What could we improve or introduce? | Introduce the new way of transportation | Introduce a faster, more efficient method to verify user details, possibly using AI to speed up the process without compromising on security. | Include a readily accessible help guide or FAQ section | Increase the Uber brand reputation by improving marketing campaign or introducing more new and attractive services. |
| **Process ownership**
Who is in the lead on this? | The company launch the huge amount of Promotion for gaining acquisition | The Company invested Huge amount of resources for developing Application | The Company generate the regulations for creating norm to Both Driver and Customers | Customers Share experiences with their acquaintance via their channels |

Figure 2: Journey Map Table

2 Question 2

2.1 Joint Value Proposition for a Mental Health Web Tool
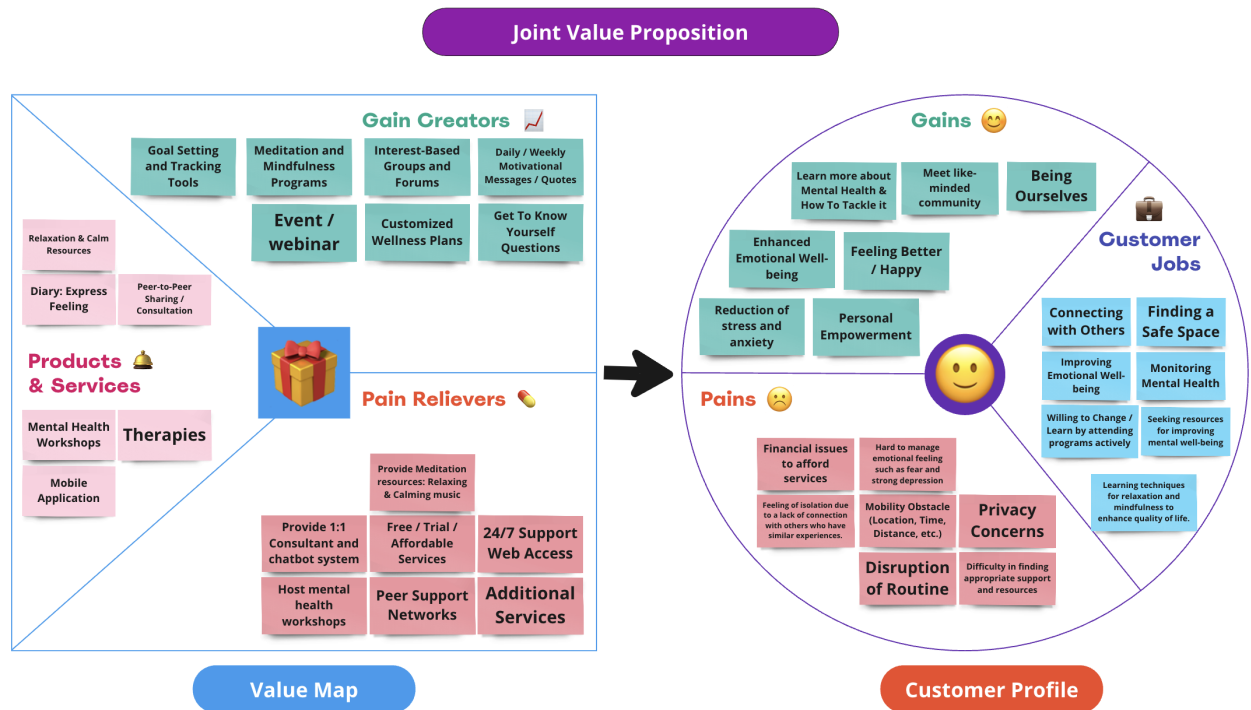

Figure 3: Joint Value Proposition Canvas

This diagram is made based on Schlecht and Schneider (2019).

3 Question 3

3.1 Level-2 Lotus Blossom Diagram for Qantas Service/Product Ideation

Figure 4: Empathy Map Result

This image is made based on:

- Yang and Man (2018).

- Chis (2022).

- Rahmansyah and Darwis (2018).

References

Chis, O. (2022). Using lotus blossom strategy in geography. *Romanian Review of Geographical Education. 11(1), 23–39* .

Rahmansyah, D. and Darwis, D. (2018). Using lotus blossom strategy to improve students' writing ability of report text at the ninth grade of smp it future islamic school pekanbaru. Retrieved from https://doi.org/10.31227/osf.io/pmge2.

Rosenbaum, M. S., Otalora, M. L. and Ramírez, G. C. (2017). How to create a realistic customer journey map *Business Horizons. 60(1), 143–150* . https://doi.org/10.1016/j.bushor.2016.09.010

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Yang, C.-M. and Man, H.-T. T. (2018). Applying design thinking process in student's project: A case of egf products. *MATEC Web of Conferences* Vol. 201 p. 04003.