☸ UTS
UNIVERSITY OF TECHNOLOGY SYDNEY

(32557) ENABLING ENTERPRISE INFORMATION SYSTEMS

Design Thinking & IS-Enabled Solutions (Part 2)

by Team Super
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1 Question 1
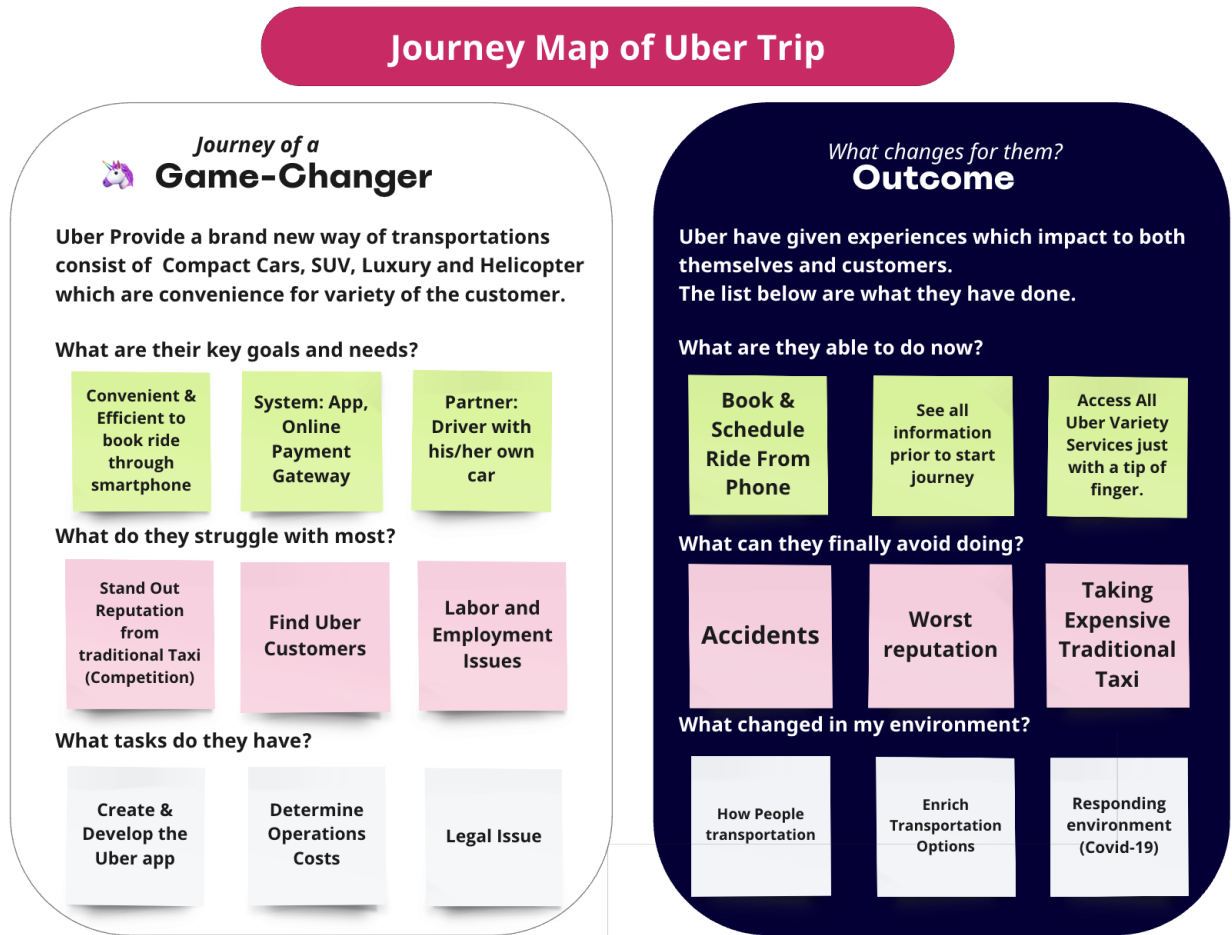
1.1 Uber Trip Journey Map Activity

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
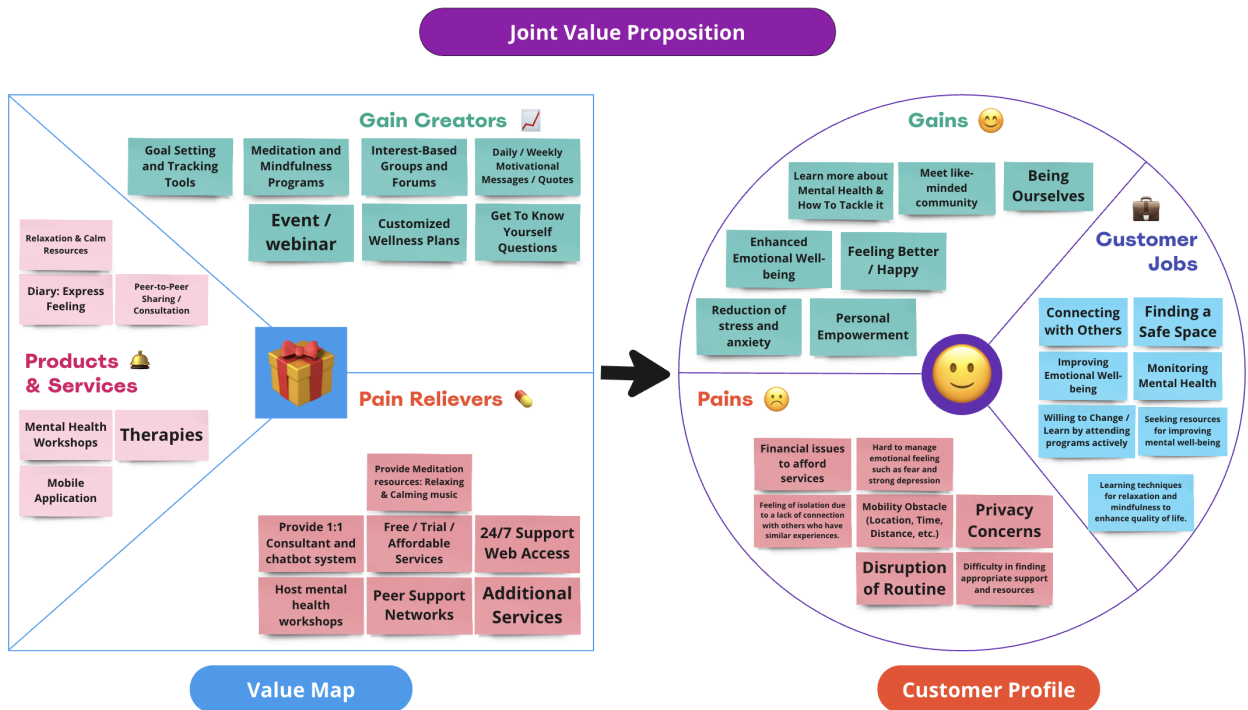

Figure 3: Joint Value Proposition Canvas

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:

- Reyck et al. (2005).

- Flyvbjerg and Budzier (2011).

- **?**.

References

Flyvbjerg, B. and Budzier, A. (2011). Why your it project may be riskier than you think *Harvard Business Review.89(9)*. .
https://doi.org/10.2139/ssrn.2229735

Reyck, B. D., Grushka-Cockayne, Y., Lockett, M., Calderini, S. R., Moura, M. and Sloper, A. (2005). The impact of project portfolio management on information technology projects *International Journal of Project Management. 23(7), 524–537* .
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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* .
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Schlecht, L. and Schneider, S. (2019). The joint value proposition of business ecosystems: A consumer's perspective. *ISPIM Conference Proceedings* The International Society for Professional Innovation Management (ISPIM) pp. 1–8.