

VISIONARY
VERSION

Customer Journey Map



Empathize with your audience



A user journey roadmap is a visual representation of the user's experience across multiple touchpoints and interactions with a product or service.



Agenda

VISIONARY VERSION

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Hello!

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*LET'S GET OUR CREATIVE JUICES FLOWING
FOR THIS EXCITING COLLABORATIVE EXERCISE!*

**The BMW F 900 GS is a popular
adventure motorcycle known for its
versatility, performance, and off-road
capabilities.**

**Here's a user journey roadmap tailored to
this product**

Customer Journey Map

The Customer Journey Map (CJM) is a snapshot of how customers engage with our product or service. With this, we can design better experiences for them!

The first part is for creating personas that represent our different types of customers. In the next part, we journey with them by describing their actions, thoughts, and emotions throughout identified phases.

Let's dive in!

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VISIONARY VERSION

ALL ABOUT
BMW F 900 GS

| | | | |
|--------------------------------|---|-------------------------|--|
| KEY FEATURES | <ul style="list-style-type: none">*Engine: 895cc, parallel-twin, 4-stroke engine*Power: 105 HP (77 kW) at 8,000 rpm*Fuel Capacity: 4.2 gallons (16 liters | ACCESSORIES AND OPTIONS | <ul style="list-style-type: none">*BMW Motorrad Accessories (luggage, seats, handlebars)* Optional packages (Touring, Off-Road)*Customization options (paint) |
| TECHNOLOGY AND SAFETY FEATURES | <ul style="list-style-type: none">* Riding Modes (Rain, Road, Dynamic)* Automatic Stability Control (ASC)* Hill Start Control (HSC) and GPS navigation | SPECIFICATIONS | <ul style="list-style-type: none">*Height: 55.5 inches (1,410 mm)*Wheelbase: 59.1 inches (1,503 mm)*Ground Clearance: 8.5 inches (215 mm) |
| DESIGN AND ERGONOMICS | <ul style="list-style-type: none">*Iconic GS design with rugged, adventure-inspired styling*Adjustable windshield and Comfortable seat design*Large fuel tank | COLOURS | <ul style="list-style-type: none">* Ice Grey* Racing Red* Black Storm Metallic |

Part 2: Mapping the Customer Journey

KEY METRICES

*Website traffic


*Test ride requests

*Sales conversions

* Customer satisfaction ratings

*Retention rates

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| | WEEK (1-4) | WEEK(5-8) | WEEK(9-12) | WEEK(13-16) | AFTER WEEK 16 AND RETENTION |
|--------------------------|---|---|---|---|---|
| AWARENESS | <div>*Social media ads like facebook and instagram</div> <div>*Influecer partenerships with motorcycle enthusiasts</div> <div>*BMW Motorrad website update</div> | | | | |
| CONSIDERATION | | <div>*Test ride scheduling like online scheduling tools and reminders</div> <div>*Reviews and ratings like monitoring and addressing concerns</div> <div>*Comparision charts amd customize bike and accessories</div> | | | |
| PURCHASE | | | <div>*Authorized BMW Motorrad delearships like training staff on F900 GS features</div> <div>*Purchase incentives like limited time offers</div> <div>*Trade in programs like evaluating trade in values</div> | | |
| Emotions (Mood Meter) | DELIGHTED | | | | |
| | | | | | |
| | NEUTRAL | | | | |
| | | | | | |
| | FRUSTRATED | | | | |
| ON BOARDING AND USAGE | | | | <div>*Owners manual by putting easy tounderstand format</div> <div>*BMW Motorrad app with tutorials and exclusive content</div> <div>*Addressing questions and scheduled maintenance</div> | <div>*Regular software updates like improving bile performance</div> <div>*Maintenance reminders like service scheduling tool and notifications,regular updates</div> <div>**Customer testimonials through user stories ,rivews and show case on website</div> |

CONCLUSION

Now that we've journeyed with our customers, and the insights of design for better experiences.

Thanks for visiting our page!!!!

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By implementing this roadmap, BMW Motorrad can:

- 1. Enhance the customer experience**
- 2. Drive business growth**
- 3. Strengthen brand loyalty**

This concludes the BMW F 900 GS User Journey Roadmap

THANK YOU !!!!

