Template

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.

Created in partnership with

Product School

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Document an existing experience

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.

CITI BIKE - NYC BIKE SHARE SYSTEM

Steps

What does the person (or group) typically experience?

Interactions

What interactions do they have at each step along the way?

- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Areas of opportunity

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

Entice

How does someone initially become aware of this process?

Insights using bike data

The prospect of improving the Citi Bike system using data analytics is promising

They talk to their managers in company regarding the use of Data Analytics for Citi Bike

Viewing the Citi Bike operating report using a browser in a computer

Probably in Citi Bike office viewing the report

To find ways to improve the the Citi Bike sharing system

Data Inferences about Citi Bike generated in the form of visualizatioons

The results of data analysis may not be always be correct

Is the data source used reliable

Clean the data so as to avoid erroneous and unwanted records

Normalize the features and perform feature scaling to reduce the chances of incorrect results

Enter

What do people experience as they begin the process?

Look at the front page of the dashboard

The user understands that this dashboard gives various visualizations using past data

Talk to their team abut the usefulness of the Operating report for Citi bike

Use projectors, screens to view dashboard

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

Requires more security on who can access the dashboard

Prevent the usage of sensitive and confidential data

Engage

In the core moments in the process, what happens?

Look at a visualisation

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

Understand the current situation

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

Talk to industry experts, higher authorities in Citi Bike to address the issues and analyze results

In Citi Bike office / Analyze in Citi Bike stations

Check if the visualization is relevant

Motivation is to improve the statistics shown in the Citi Bike Visualizations

Interactive and creative forms of visualizations

Easy to understand data patterns and trends

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

The user would need a good understanding of the dataset and it's attributes to understand the correlation between them

Provide explanations about the features of Citi Bike data used for visualization

Present the visualizations as simple as possible and avoid mathematical jargons

Exit

What do people typically experience as the process finishes?

Areas to improve

The data visualizations will give an idea to users on the areas where Citi Biike can be improved

Pressing problems

The user will get an idea of which problems are more important than others

Talk to users of Citi Bike to address issues

In Citi Bike meetings and Citi Bike stations

Citi Bikes and Citi Bike app to install changes

Find reasons for the trends shown in visualizations

Can the statistics shown in graphs be improved ?

Time required for analysis drastically reduces due to Cognos enabled visualizations

The needs of the users keep changing as there will be constant changes in the Citi Bike system

Present the visualizations as simple as possible and avoid mathematical jargons

Extend

What happens after the experience is over?

Expect continuous insights

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

In the internet video calls etc

Motivation is to check is data analytics provides useful results and if they should continue to use it

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

Use predictive modelling in the dataset to make visualizations using future predictions