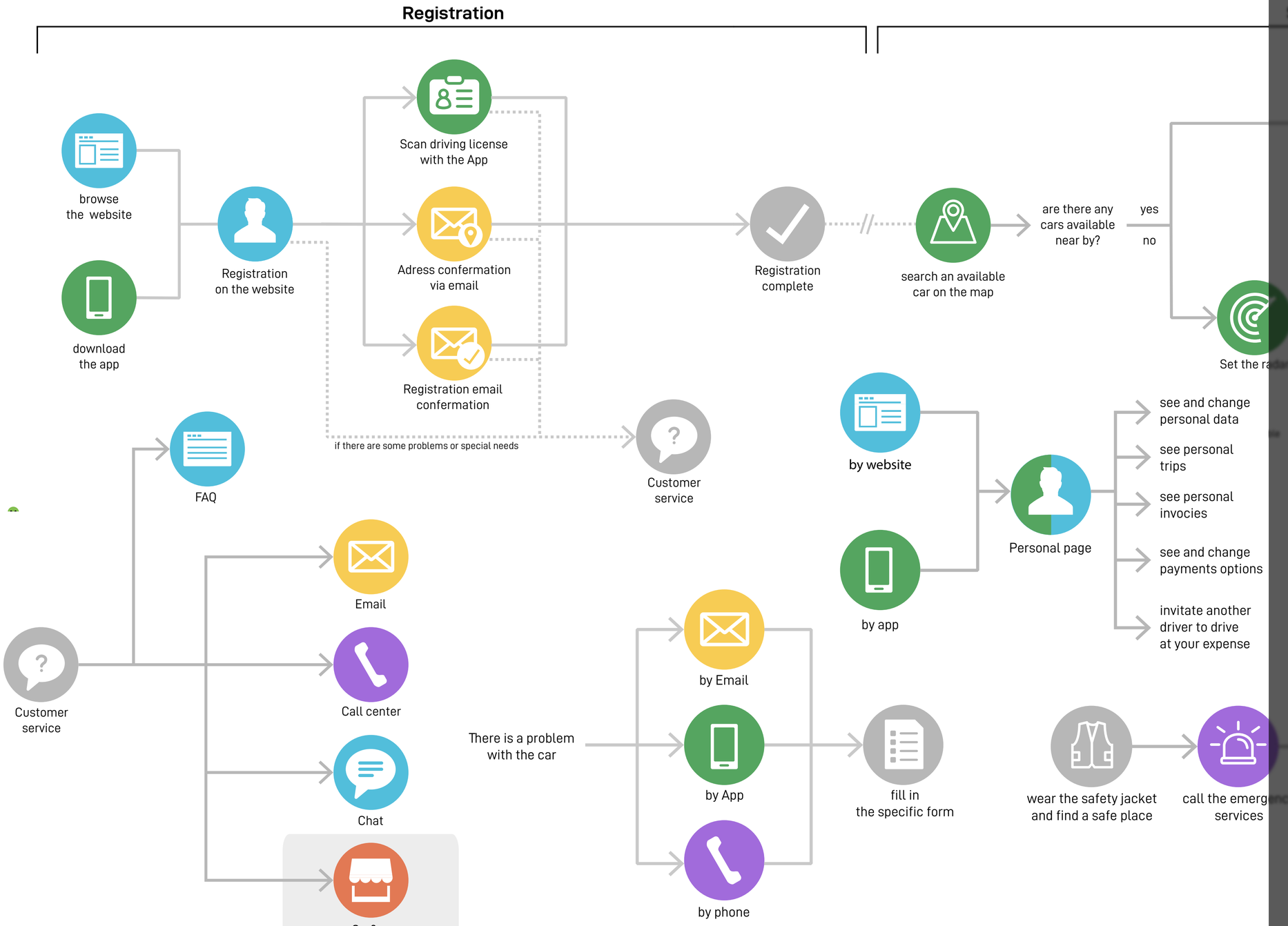
# UX Design Journal

a brief journey inside the analysis and mapping of the complexity
of innovative transportation services, through the experiences of the users.

Master of Science degree in Digital and Interaction Design
Course **UX-DESIGN |** Pillan Margherita, Varisco Laura.
A.Y. 2018/19 **|** Picardi Andrea (915471).

# User journey




## CASE STUDIES 1: CAR2GO

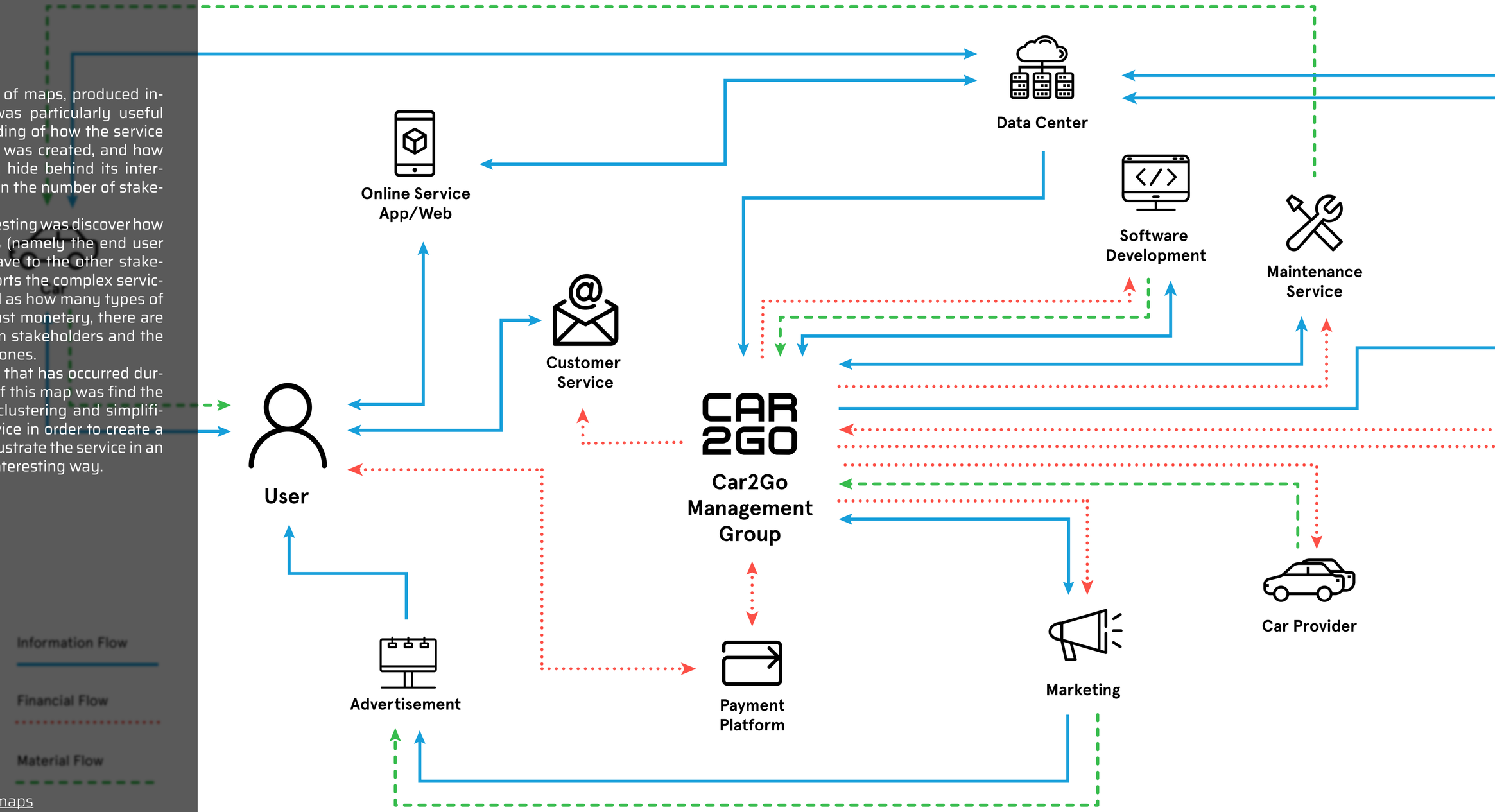
This first case study had the task of mapping and understanding the specifics of the service car2go, a service apparently simple, but that hides an elevated level of complexity, in the act of providing an optimal experience to the user, and at the same time, respecting all the economic and legislatives limits that a renting services “on demand” like this as.

The creation of these journey maps begins with the field test of the service, with the careful collection of all the martials need to the creation of the maps (materials such as photos, videos, filed notes and so on...), from the initial phase of registration to the services, to the final feedbacks of the experience.
These maps were especially useful in the uncover of the several interaction and paths that users may take, how many service touchpoints are there, and what problems and opportunities could be implemented.

That said, these maps have some limitations, although they show what was said before, they could be improved from the prospective of the emotions that the user has during his “journey”.

Open the journey maps

This second kind of maps, produced inside the team, was particularly useful in the understanding of how the service is delivered, how was created, and how much complexity hide behind its interfaces, especially in the number of stakeholders involved.
Particularly interesting was discover how less access users (namely the end user of the service) have to the other stakeholder that supports the complex services behind, as well as how many types of exchanges, not just monetary, there are between the main stakeholders and the second and third ones.
A major difficulty that has occurred during the creation of this map was find the right balance of clustering and simplification of the service in order to create a map that could illustrate the service in an compelling and interesting way.




Open the system maps

service

insures

provide information and assistance in case of accident

make arrangements

pay

provider(s)

users

user without car

give a ride

refound

user with car

payment services

transfer money

service fare

BlaBlaCar cloud platform

get in touch

manage

BlaBlaLife Blog & Advertising

inform and advise

manage

Customer Service

Provide assistance

Provide information and assistance

manage, recvice information

## CASE STUDY 2: BlaBlaCar

This second case study instead aimed to the analysis and individuation of pain points and opportunities of a service (based on the collaboration and active participation of customers/users) conducted with the help of the digital ethnography technique.

After the first desk researches on how the basic service works, was created a simplify stakeholder map, in which only the main actors of the service are present, considering that this map was not our main focus.

Although this is a simplify map (that could be improved for what concern the touchpoint employed in the service), we can notice how the two categories of users, the passengers and the drivers, are an important part of the system, for which, even though they are both are user for the system, they have different task in the creation of value.

data flow

Open the system maps

money flow

Afterwards we have conducted an extensive research on the main social media (on which the service was present, both officially and not), from this research We have extract a considerable amount of data (manly comments and opinions) that we have later categorized and clustered in order to get the main feelings that users have towards the service, both positive and negative.
This was not an easy task, given the amount of data extrapolate, and the diversity between the users.
This research however was really useful in the creation of the carts and maps that helped us framed the problems and complexities of this service.

## COMPLAINS ABOUT COSTS

“Not only on € 24 of booking I get only € 20.50 refunded, but I can not even give negative feedback to the driver!”

“Among other things, the suggested rate for the driver has significantly decreased while diesel and tolls are pretty sure that they have not become cheaper.”

“All very nice but as a long-time user, I find that the amount of money that Blabla takes is now really too much.”

“The Rimini -Forlì section for example. The blablacar average price is about 7 euros, but the ticket of the regional train of Trenitalia costs about about 5.50 / 6 euros.”

“Not only the passes now cost as much as a bus trip but they do not give any warranty, as opposed to what is stated on the official website of blablacar.”

“A few weeks ago, looking for a ride for my son, I noticed the "leavening" of prices!”

**Annoy**
**Angry**
**Disappointment**

## COMPLAINS ABOUT FEEDBACK

“I would like to get some informations because I can’t understand. I’ve written many reviews about drivers which gave me a ride, but I didn’t received any feedback from them. So how can I level up if I wrote review but I didn’t receive any feedbacks?”

“For example: the system should release the payment for the driver only after he give a feedback. Doing this, it become mandatory.”

“I don’t understand how it’s possible to increment my trust in the community if the feedbacks are not mandatory. After several month I don’t receive feedback about my trip. In my opinion you should revise your feedback system, because it penalize the new users.”

**Annoy**
**Frustration**
**Disagreement**

## TRUST

“I contacted two different drivers for the ride Modena-Milano and both refused me without a real explanation. I think that the blablacar idea is great, but I’m a man and also if i offer guarantees I remain a stranger for other people.”

“You can trust the drivers? Have they to meet certain requirements in order to give a ride?”

“Hello, has anyone used blablacar? Can I trust it?”

“When I’m a passenger I would like to know who I’m riding with”

**Fear**
**Confusion**
**Mistrust**

See digital ethnography results

## AXA INSURANCE

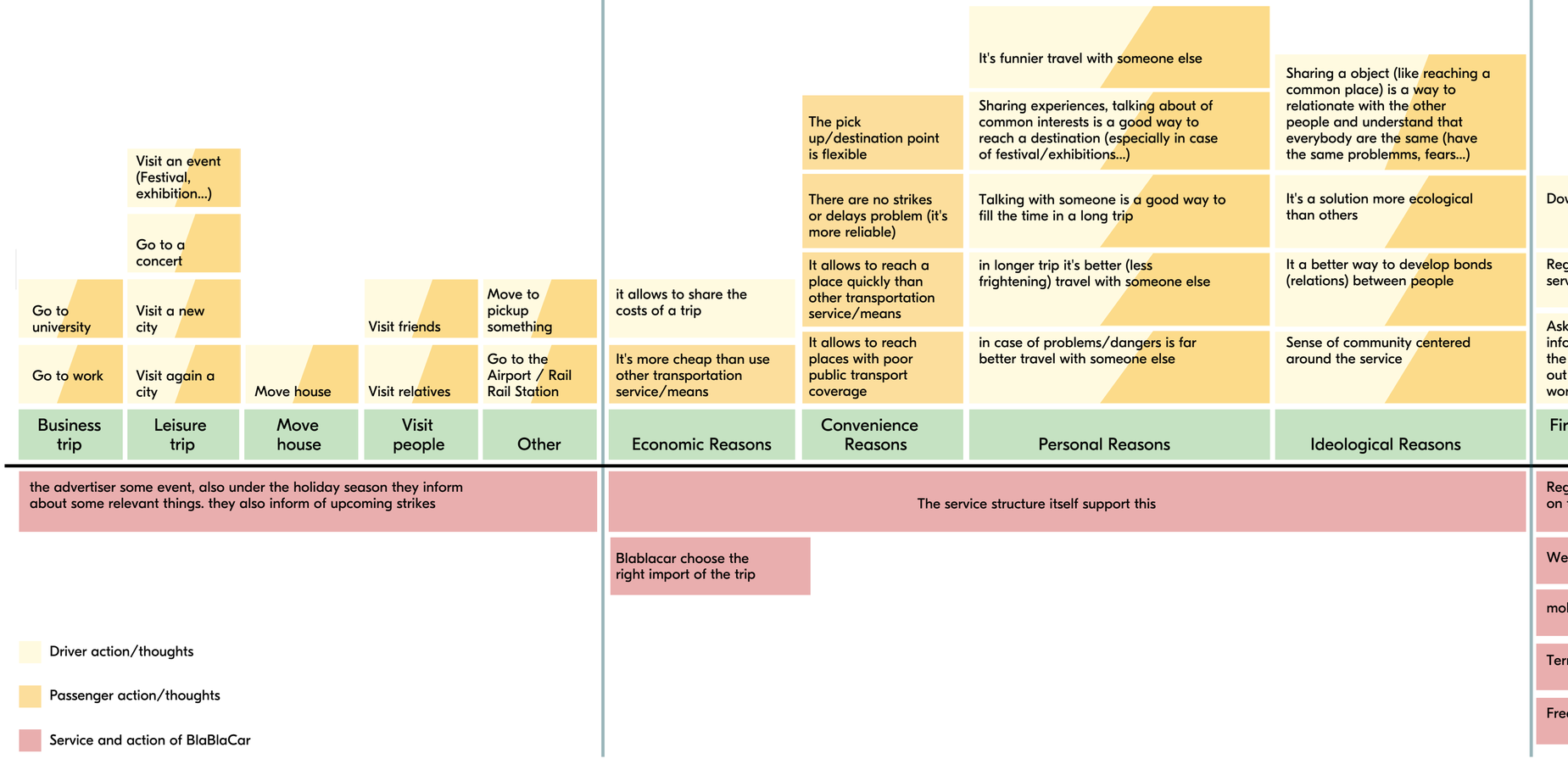
“I had a negative experience with AXA insurance. On December 8th, I take a ride from Bari to Rome because I have a flight in the afternoon. I get on my way and after 15 minutes in the car the wheel explodes. All safe, but the car is not equipped with a spare tire because it is powered by natural gas. We call the AXA service provided by blablacar because they "guarantee your arrival at your destination". They can’t help us and tire dealers and shops are closed for the holidays. We are in the middle of a road. Luckily it happened a short distance from where I live, so relatives and friends can help us and finally we find a very expensive wheel. After 3 hours of delay we can start again. At the end I arrived late to the airport and I lost my flight to New”

**Angry**
**Not protected**
**Teased**

# Mental model map

## Decide to move

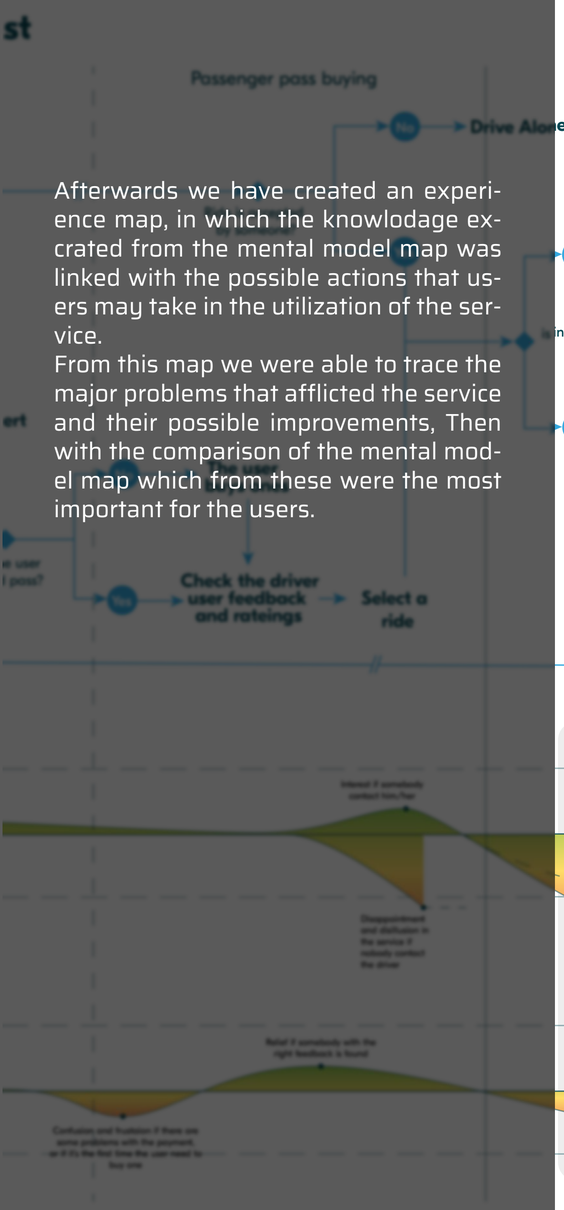
## Choose Blablacar



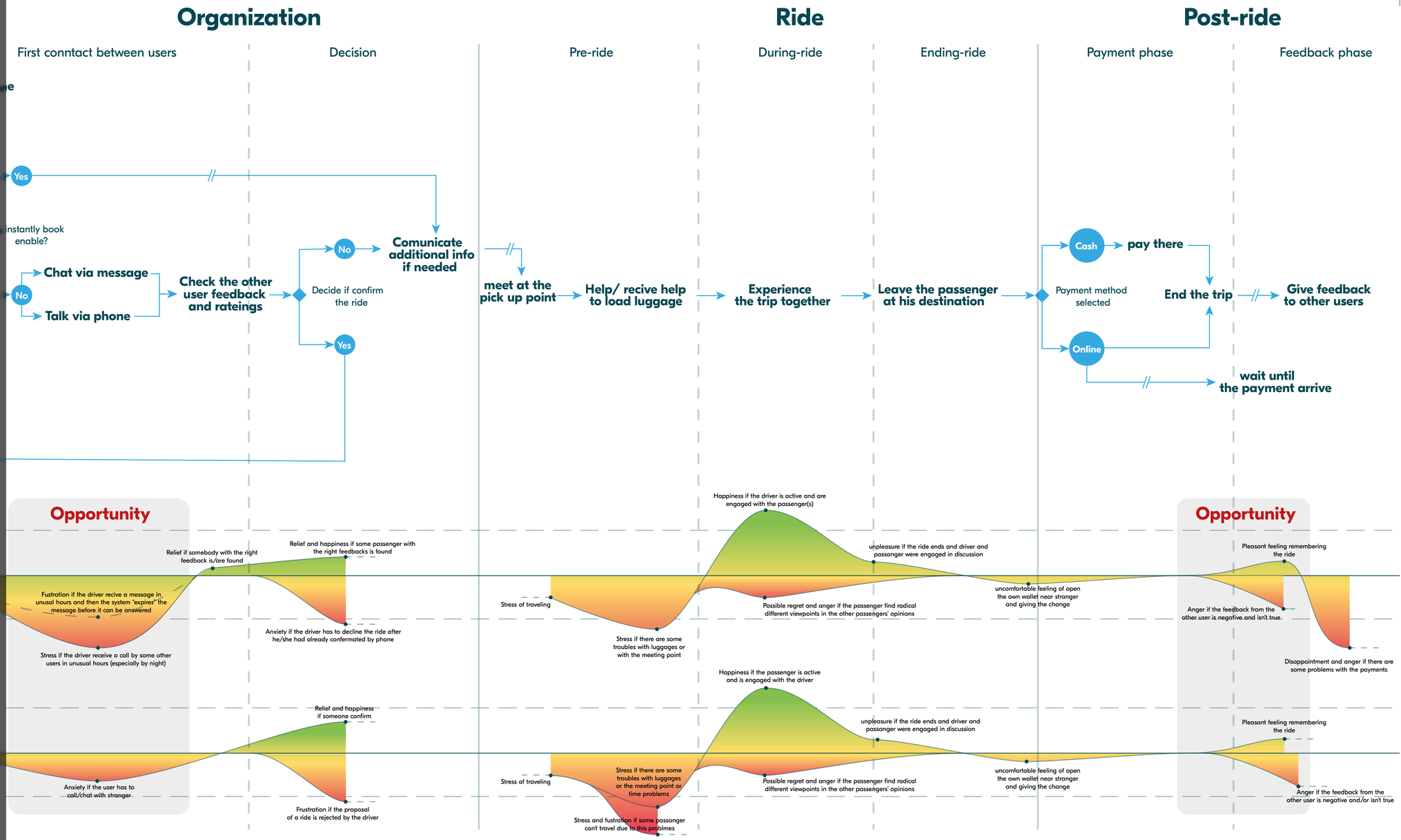

From this research we have extract a possible mental model map of the service users. In this map there are hold and classify all the possible behavior and thoughts that users may have on the service.
We choose to focus our map only on the utilization of the service (as opposed to a larger version that could also include other possible fields) as the result of our digital ethnography, that covering mainly the service use, has allows us to retriev manly this type of data.
In the creation of this map we also tried to incorporate a chronological sequentially, that usually lack from this kind of maps.
After the creation of the “towers” and mental spaces, we proceeded to the individualization of all possible activity that the service provide in order to support these towers.
From the alignment (or lack of) of these towers we were able to found possible opportunity of service improvement.

Open the mental model map

Afterwards we have created an experience map, in which the knowledge excrated from the mental model map was linked with the possible actions that users may take in the utilization of the service.
From this map we were able to trace the major problems that afflicted the service and their possible improvements, Then with the comparison of the mental model map which from these were the most important for the users.




Open the experience map

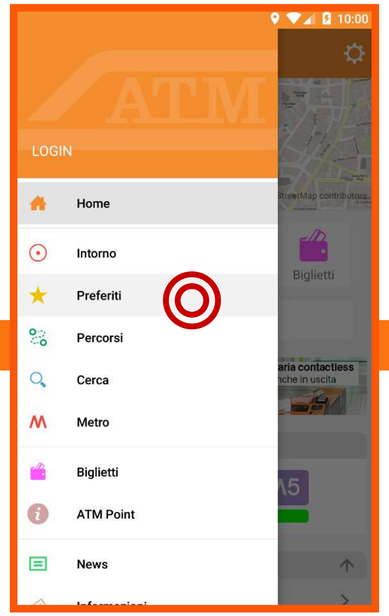


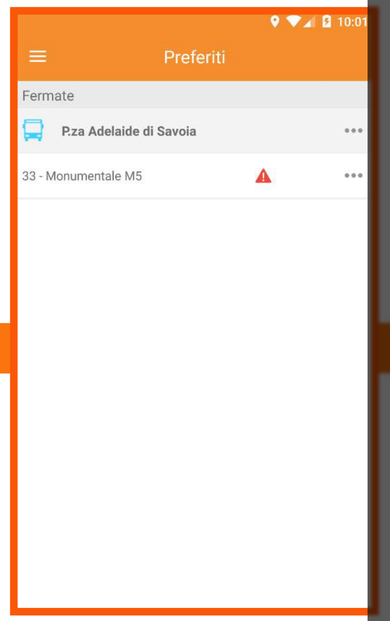

| | contact the driver/be contacted by the passenger |
|---|---|
| | one call by a possible passenger becouse they need to talk and give an answar to a stranger ge) in a small time span. This can be very difficult for some drivers, that prefer to chat with the hone number. Also if this call occur in unusual hours (like by the night) could be very stressful to the driver. Another problem is that sometimes the passenger message "expire" before the driver had the chance to answer it (this happen often when two users have different time habits...) |
| | y to be contacted only by chat, without sharing his/her telephone number before the ride is accepted by both users.<br>The system could also show the hours that one user can be contacted, and remind the possibile user to contact the driver only in that hours.<br>Another solution is to give the driver the possibility to set a time span in which the possibile passenger can not send message to the driver. or if the message is send, it do not expire before this time span is started. |

| Pre-ride time | Ride time | Payment | Post-ride time |
|---|---|---|---|
| Some users had issues with the luggage/seat position and other problems. this problems were caused by some misunderstandings between the drider and the passenger in the concordation phase. | Some users found very unpleasant traveling companions. | Some users had problems giving the change. | Some users had recurrent problems with the payment system and had to contact via facebook the custumer service. Some users have received false or incomplete feedbacks |
| Remind the users to clarify about some recurrent issues like the luggage size and the seat position.<br>Provide a more specific feedback feature for this issues. | Provide a more description based profile, in this way the users can have more detailed information about the other passenger/driver,in order to choose the better trip companion for their needs. Provide a more guidated and comprehensive feedback to cope with these issues. | Remind the users about the cost of the ride and about the possibility to bring the right amount of money to pay. | Provide (and signal) a better and faster cunstomer service (like a call center or a chat based one) |

# SCENARIO C

**Filippo Angeloni**




## Actions

He is a computer engineer at Vodafone Milano and he is a daily commuter who use the service every day.

He has an annual subscription and and already know where to go and how to reach his destination.

He uses the app only to get real time information about the service.

Today he is at the tram stop of piazza Adelaide di Savoia and he need to go back home to make dinner because he has invited his friends that evening.

He opens the application to check the waiting time of the line at that stop through the favorite page in the burger menu.

Doing so he finds out that tram n.33 has some issue and the entire line is out of order, thus he need another mean of transportation.

## Painpoints

Even if there are sostitutive means of transportation activated by ATM to overcome the inconvenience, they are not show in the page.

## CASE STUDY 3: ATM mobile app Use Cases

In this short case study our primary goal was the creation of a specific “use case”, derived from the first-person test on filed, of the mobile application of the public transportation company of Milan (ATM).

After the creation of a plausible proto-persona, our research moved to the possible action that this person would take inside the application in order to navigate and retrieve the information that he needed, and what other support features the app offers.

We have found through the creation of this use case that even an action, that at first slight seem simple, in fact conceals a considerable complexity, and with the addition of a structure of the application not so clean, it creates an interesting information overload when the user is in a hurry (such as in our use case), it creates a big critical issue of the ATM application.

See the complete use cases document


## CASE STUDY 4: Ideation of innovative services

This case study was based on the creation of innovative services that would create value for the end users (both responding to their needs and in the creation of meaningful experiences) about the public transportation. Moreover, this service had to be based on the personalization of the service through the digital collection of users' information.
After a intial session of brainstorming, it seemed interesting investigate how we could give more value to the public transportation system from a social interaction point of view.
Once we set the goal, we immediately started thinking at possible implementations of the services, and after a lot of discussion we have come to the creation of a creative brief, in which we have outlined the main guidelines of our service: the creation of a mobile application, where the train commuters of a specific train, who wound not spend all the travel time alone, could interacted between them, creating a community in the long run. This app had to be supported by the train company, that with this app would improve the service quality for the commuters, and doing so, collect qualitative data on the service perception.

See the entire service presentation

After the initial definition of the aim of the service, we proceeded to create two proto-personas, based on our direct experiences with the reference service (the railway company Trenord).

We have delineated for the two personas, beyond the basic biographical information, a brief description of the profile with the why they would use the service. we have also added other information to improve the context (such as personality, economic situation and lifestyle) and finally with the pain points that they found in the current service.

To these we have also added a storyboard to better illustrate their situation.

## PERSONALITY

Extrovert — Introvert

Rich — Poor

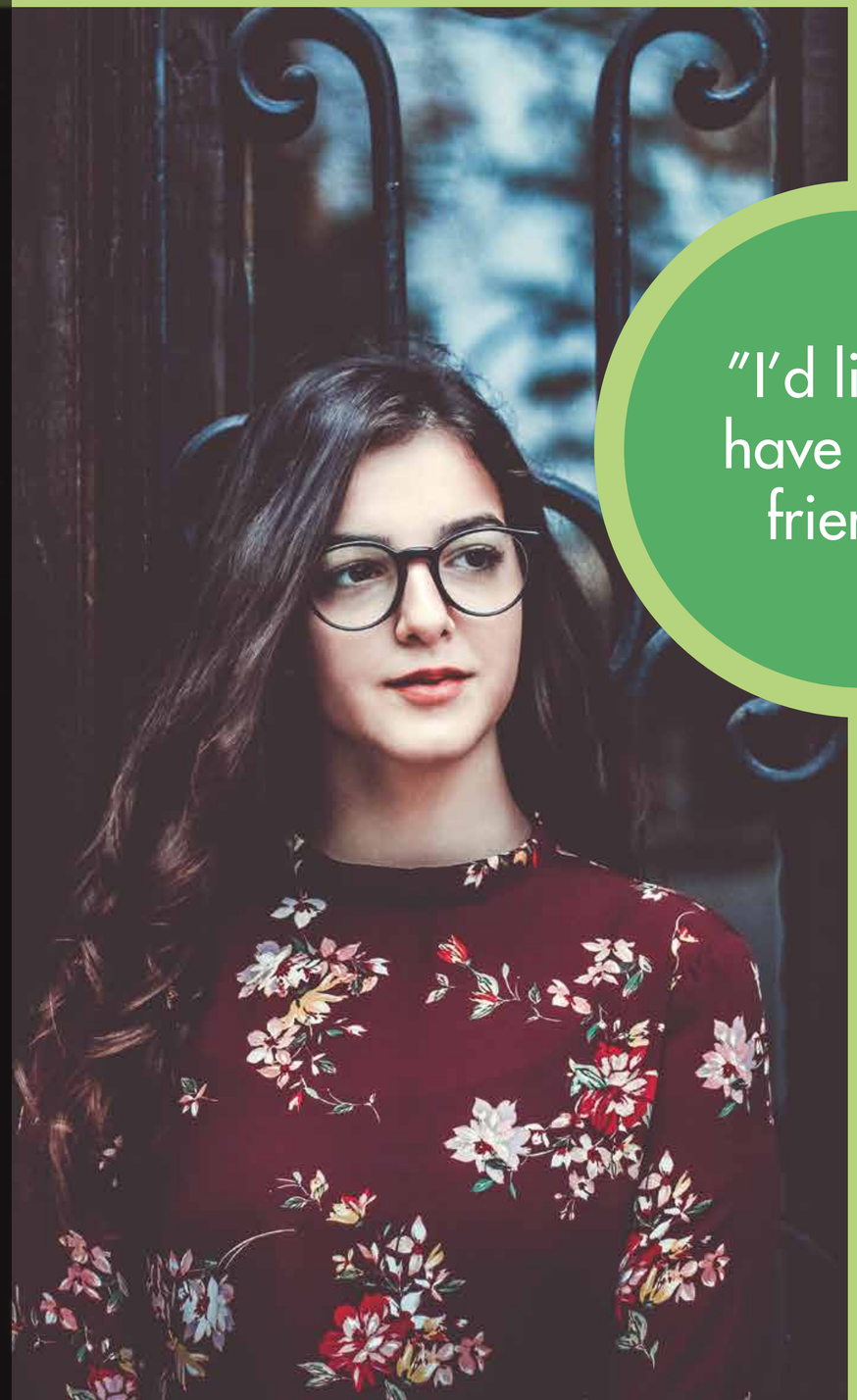
Impulsive — Calculated

Active — Passive

## PAIN POINTS

Open the complete Personas document

- Needs to be always on time
- Does not like not having control
- Does not like to waste time



"I'd like to have more friends"

## GIULIA BIANCHI, 27

Giulia is an Italian girl and lives near Milan. She has to take the train every day to reach the university and spend almost two hours a day on it. Since the train's environment is noisy and crowded she find it difficult to listen to music or read a book so is usually bored; she would like to have someone to talk to but she's to shy to start a conversation with a stranger face to face.

## PERSONALITY

Extrovert — Introvert

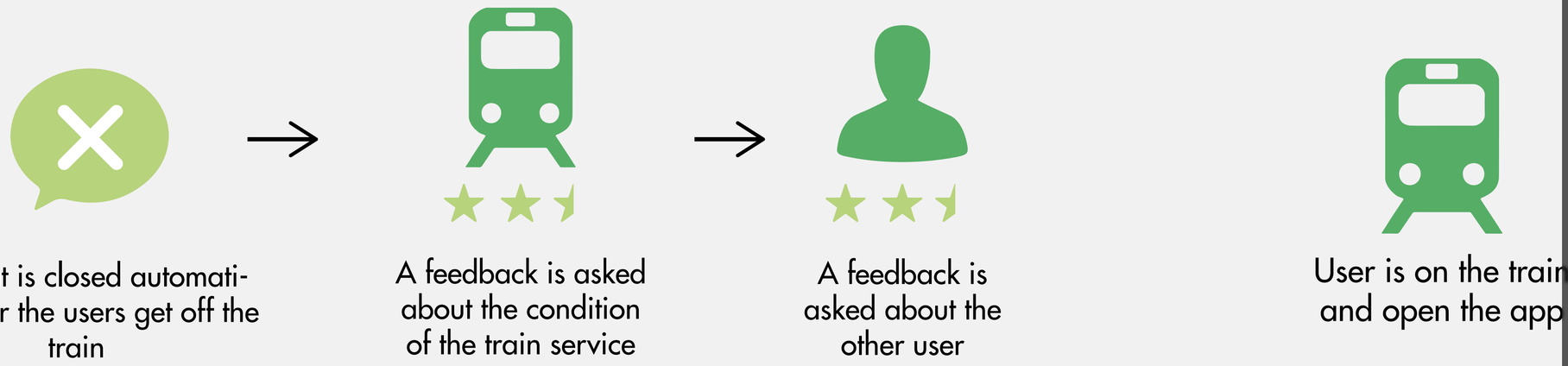
Rich — Poor

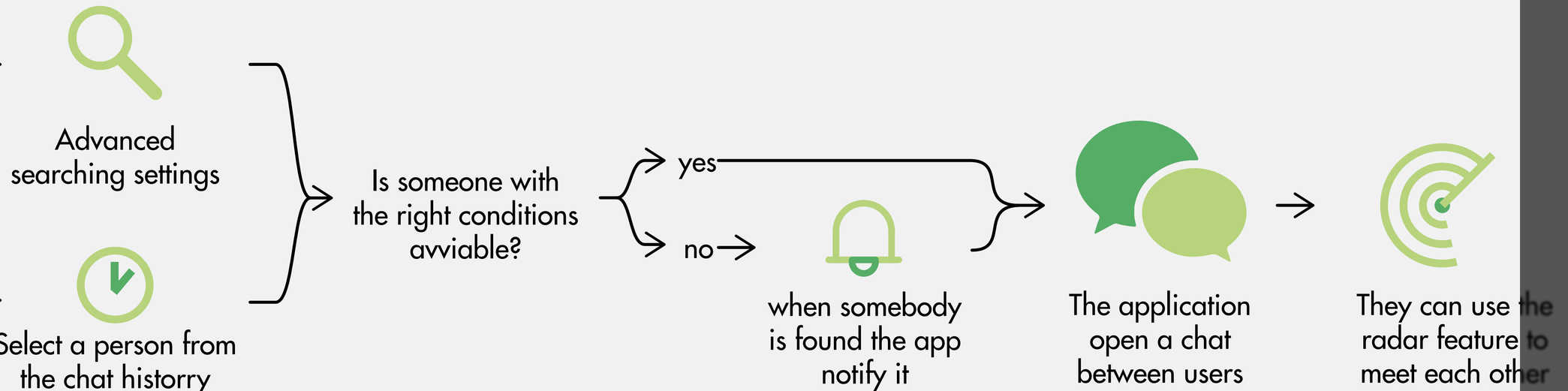
Impulsive — Calculated

Active — Passive

## PAIN POINTS

- Commute every day for two hour
- Feels lonely or bored when alone
- She is shy with new people
- Lives far from family


Later, we defined the structure that application should have, and what functions were supported by the service. To this we have create a “user journey” like map, with all possible paths that the user could take in the application usage.

We have spent a considerable amount of the service ideation time in this stage. Being the application capable of supporting a multitude of interactions and functions that could be beneficial to its goal.

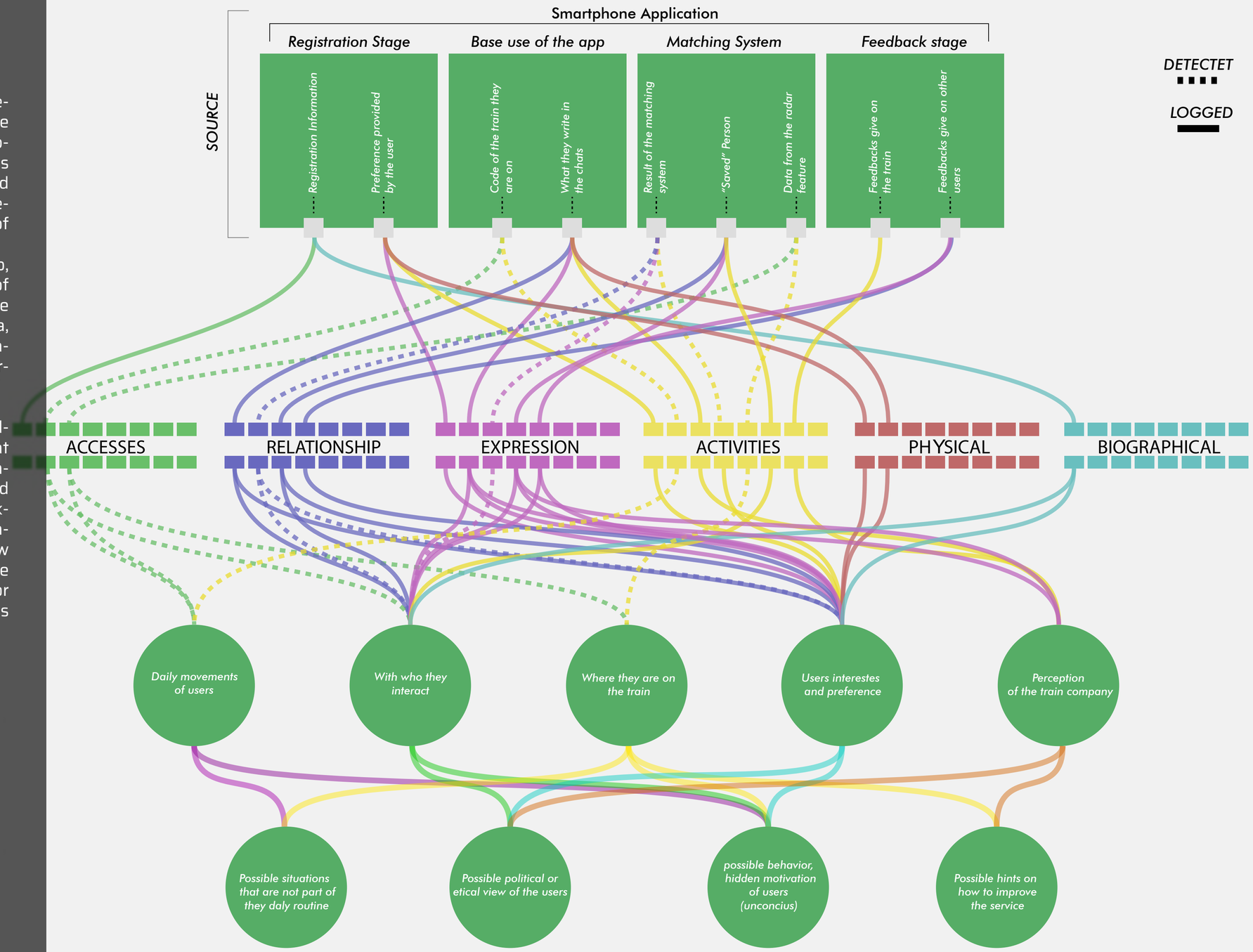
After the analysis of all the pro and cons of every proposal, we have come to the definition of an “features tree” that satisfy every component of the team and respected all the limits and objectives defined in the creative brief.

Open the complete user journey map

Finally, We conducted an analysis regarding the topic of the privacy and the data that we could obtain from the application, and the results of this one was very interesting. Being this app based on the customization of the users experience archived by the data collection of the users preferences, we realized that even from the first contact with the app, we were able to derivate a series of data about the user, and then with the cross-comparison between these data, and the data collected during the utilization of the app, we could get a lot of personal information about the users.

Afterwards, we defined what stakeholder could access this information, for what purpose and what “impacts” and meanings the utilization of this data could have for the end users, making us thinking about the ethics, legality and meaning that the data mining practice (now days vastly used in the industry) have on the individual and, for extension, for the whole society where these services operate and co-exist.

See the complete privacy analysis report

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