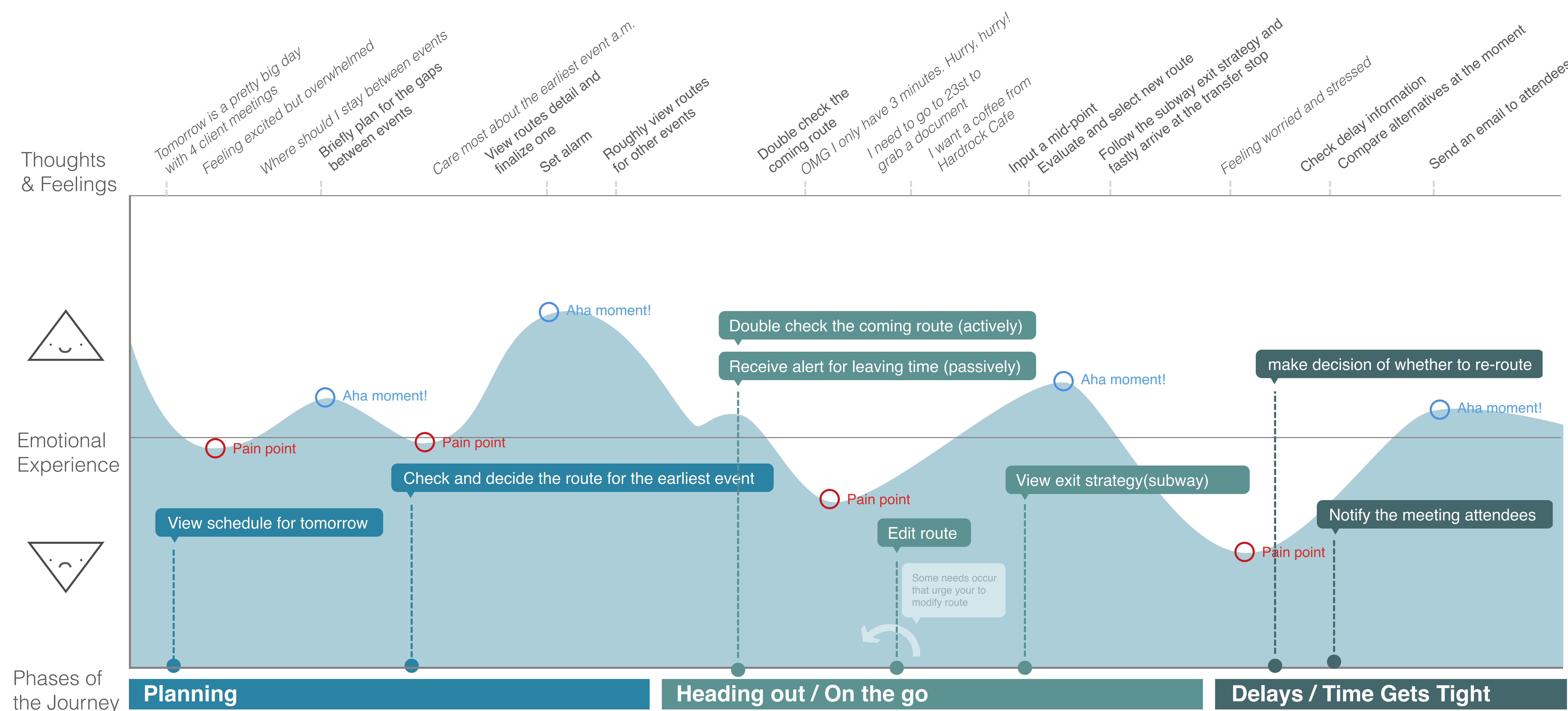


User Journey Map

Visualizing need gap and design insight



the **Planning** phase begin with users checking the calendar schedule. Before this user has already input their frequent address (e.g. Home, Work). Through this stage, depending on individual habits, users want to finalize the routes to next few events or just focus on the coming one. The system automatically provide the optimal route that meets users preference (e.g. public transport, fastest). Users could view step-by-step detail or change the settings.

Pain points:
Overwhelming amount of information
Inability to confidently set alarm clock for the morning event

Aha Moments:
Having a calendar view highlighting and helping manage travel time for events
The first event in the morning is set as starting from Home, and the later ones are set as from Company as default
Including the "vertical travel" time
Providing route details with machine learning prediction of latent delays
Automatically adjust the alarm clock if there is delays on users selected route of the coming event

When the **Travel** approaches, users would be reminded of the coming event based on their setting (push notifications or alarms). For procrastinator, there is an option for a "countdown" mode where the app will make a sound when approaching the deadline. If they need to modify the existing route, user can either add from the route detail page or search the location on the map and add from there. For subways, the app provide a very useful feature suggesting the most convenient subway cars that allow them to transfer faster without running into the congestion at the transfer channel.

Pain points:
Failed to correctly estimate enough time before head out, or some other things occurred at the last minute, e.g. cannot find cell phone before rushing out.
As travel plan change, hard to modify the route
Procrastination
The peak time at the subway can be overcrowded

Aha Moments:
Use machine learning technologies to optimize the initial self-reported buffer time before heading out
Countdowns of time to head out of the door, especially for procrastinators
Easy steps to add a stop onto a current route

If the app detected that users are behind the schedule and are not likely to arrive on time, they will get an alert with smart suggestions on hurry up or seek faster route. If needed, users can send an email to notify other meeting attendees.

Pain points:
Road congestion, bad weather conditions, overcrowded channels, temporal subway delays or any other unanticipated factors

Aha Moments:
Provide the fastest alternative route at the moment
Provide an fast entry to request a uber/lyft/other riding services
Can quickly notify the meeting attendees without stopping the steps (template email, voice input)