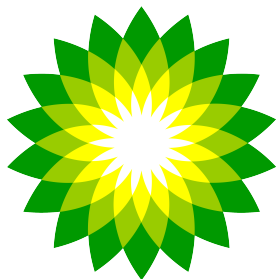


USER JOURNEY MAP: REFUEL YOUR SAFETY

BP - providing fuel and safety all over australia with consistant online and offline services

The user journey focus on drivers who want to refuel their vehicles or do basic safety check for their vehicles.



Stages	Vehicle Checking	Finding Station	Service Usage	Payment	Review
Activities	<div><div>Refuel</div><div>Both</div><div>Safety Check</div><div>check the fuel tank while parking and realize they should refuel</div><div>realize they have to refuel while driving on the road</div><div>decide to full the fuel tank and do basic safety check for a long trip</div><div>realize the vehicle has possible safety issue. (unusual noise, tire pressure, ...)</div><div>check for potential problems on our safety checklist using the BPme app</div></div>	<div>use the BPme app to find the most suitable station for personal trip plan</div> <div>use other map app to find a petrol station</div> <div>use experience to find a petrol station</div>	<div>Refuel</div> <div>Safety Check</div> <div>Both</div> <div>Other</div> <div>1.use gas pump to self-refuel</div> <div>2.choose the type and volumn of the fuel</div> <div>3.remember the number of the pump they used for payment later</div> <div>1.use tools to do basic safety check or fix</div> <div>2.remember the number of the equipment they used for payment later</div> <div>1.communicate with staffs for help</div> <div>2.use BPme to check using tutorial</div> <div>1.use the toilet</div> <div>2.buy water or other items in the store for their trip plans or just for right now needs</div>	<div>after selecting the type of service and the number of the pump or equipment they used on BPme app, they pay on their phones but not go to the store and communicate with staffs</div> <div>use traditional way to pay for their fees, go to the store and communciate with staffs</div> <div>they only need to pay half of the fee if the petrol station cannot solve their safety issues</div>	<div>they select the satisfaction from 1 to 10 on the BPme app after service and leave suggestions</div> <div>they leave review to our service on social media or map app like Google map</div> <div>they talk about the service with their friends</div>
Touchpoints	<div>word of mouth</div> <div>BPme app</div> <div></div>	<div>social media</div> <div>map app</div> <div>find BP petrol station on the road</div> <div>word of mouth</div> <div>BPme app</div>	<div>gas pump</div> <div>safety checking tool</div> <div>interaction buttons</div> <div>BPme app</div> <div>word of mouth</div> <div>staff</div> <div>store</div> <div>toilet</div>	<div>Staff</div> <div>Store</div> <div>BPme app</div>	<div>Social media</div> <div>Map app</div> <div>BPme app</div>
Thoughts & Emotions	<div>they want to solve their problem when they are doing their original trip plan</div> <div>they are not sure that do they have to find an auto repair station, because the problem is not very terrible. If the auto repair station is far away to the trip plan, this is very inconvenient to them</div> <div>urgent on finding a petrol station</div> <div>confuse on choosing petrol station or auto repair station</div> <div>Considering</div> <div>Confusing</div>	<div>"The BPme app is really convinient to use. I can find the closest petrol station to me / on my route."</div> <div>"Oh, there is a BP petrol station on my route, I can go to this place."</div> <div>Happy for the convinence</div>	<div>they feel the offline service has logical interaction design. (based on the service analysis)</div> <div>they are satisfied to the price of items in the store is logical and similar to other stores</div> <div>they are satisfied to the service from staffs and reopening of toilet</div> <div>they want to leave as soon as possible because of the strong smell from petrol</div> <div>Glad for solving their problems</div> <div>feel sad because the basic safety check cannot solve their problems</div>	<div>they are satisfied to a perfect service experience</div> <div>they are happy that they don't have to communicate with staffs</div> <div>they are surprised that they only need to pay half</div> <div>Satisfied</div> <div>Surprised</div>	<div>they are gald on refueling their vehicles and checking the safety of their vehicles</div> <div>they want to suggest their friends to use our service</div> <div>they are satisfied because our service did not solve their problems. But they still feel ok because we just ask for half fee.</div> <div>They want to keep using our service next time.</div> <div>Feel good</div> <div>Feel ok</div>
Gains	<div>add basic safety check service for petrol stations</div>	<div>add a service like, "We've found the perfect gas station along your travel route for you." but not just find the cloestest petrol station</div>	<div>1.fix the confusion interaction design on fuel pump, like use same color between mark and handle</div> <div>2.train staffs to help customers to do safety check</div> <div>3.reopen the toilet (based on the Service Research)</div> <div>4.Set the price of items in the store to a normal price but not too expensive (based on the service analysis)</div>	<div>1.train staff about the using of BPme better, to make sure they won't stop the customer who paid online but not offline (based on the Service Analysis)</div> <div>2.Implement a targeted payment system to enhance positive word of mouth. The basic safety check, which does not cost a lot to both us and customers, is designed to attract customers.</div> <div>3.If customers identify a terrible issue with their vehicles, they will not visit a petrol station but a auto repaired station; or if they drive an obviously damaged vehicle into our petrol station, our staff reserves the right to refuse service. This policy aims to prioritize safety and maintain the reputation of the petrol station.</div>	<div>add a review system in BPme app to help us improve</div>
Painpoints	<div>The safety check is primarily designed to solve basic issues and determine whether the vehicle is safe, but it is not prepared of resolving terrible vehicle issues. Maybe their problems are not on the list.</div>		<div>1.The safety check cannot solve their problems but they have to pay for that.</div> <div>2.The strong smell in petrol station is hard to remove.</div>		<div>there are still negative reviews because we only do basic safety check</div>