# User Journey Map: Refuel your Safety

Focus on drivers who want to refuel their vehicles or do basic safety check for their vehicles.

**Stages** 

**Activities** 

**Touchpoints** 

Thoughts & **Emotions** 

**Gains** 

**Painpoints** 

**Vehicle Checking** 

**Refuel:** realize they have to refuel

Safety Check: realize the vehicle has possible safety issue. (unusual noise, tire pressure, ...) / check for potential problems on our safety checklist using the **BPme app** 

Both: decide to full the fuel tank and do basic safety check for a long trip

Word of mouth **Improved BPme app**  **Finding Station** 

use the **Improved BPme app** to find the most suitable station for personal trip plan but not the closest one

use other map app to find a petrol station

use experience to find a petrol station

Word of mouth, Social Media, Map app, Find BP petrol staion on the road, **Improved BPme app** 

**Service Usage** 

Refuel: after choosing the type of petrol, use the pamp

Safety Check: use suitable tools to solve issue

**Both:** ask for help from staffs

use Improved BPme app to check usage tutorial remember the number of service they used for payment later

Other: use the toilet & buy items in logical price from store

Word of mouth, Staffs, Store, Toilet, Refuel tools, Safety check tools, **Improved BPme app** 

**Positive Emotion** 



Considering

on another repair station."

"I hope the petrol station can solve my problem, or I have to spend more time

Happy to the convinence

"I hope the petrol station can solve my problem, or I have to spend more time on another repair station."



Glad for solving their problems

"Wow, the interaction design is logical, and all staffs are nice. The service is good!"



Feel sad and helpless

"Oh no. The basic safety check cannot solve my problem."

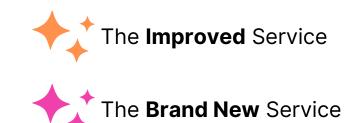
**Negative Emotion** 

 Add basic safety check service for petrol station

• Add Safety Checking list into the **BPme app** 

The safety check is primarily designed to solve basic issues and determine whether the vehicle is safe, but it is not prepared to resolve terrible vehicle issues. Maybe their problems are not on the list.

Add a service on **BPme app** like, "We've found the perfect gas station along your travel route for you." but not just find the closest petrol station



- Fix the confusion interaction design on fuel pump, like use same color between mark and handle
- Train staffs to help customers to do safety check Reopen the toilet
- Set the price of items in the store to a normal price but not too expensive
- Add equipment usage tutorials on BPme app
- The safety check cannot solve their problems but they have to pay for that.
- The strong smell in petrol stations is hard to remove.

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**Payment** 

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

or just go into the store and pay to staff

They don't need to pay if the petrol station cannot solve their safety issues

Staff, Store,

Improved BPme app

**Positive Emotion** 



Satisfied to the whole process

Middle Line

**Surprised** 

"Wow! I don't need to pay even though I could not use their tools to solve my problem. This is so kind to me."



Feel ok even though we cannot solve their problems

Feel good because we solved their problems with consistent offline and online services

"They really did a great work, I wanna keep use their services next time!"

Negative Emotion (NO negative emotions on these two stages)

Train staff about the usage of BPme better

The **Improved** Service

The **Brand New** Service

- Add a better payment system into the
- Our staff reserves the right to refuse service to obviously damaged vehicles.

Add a review system in **BPme app** to help us improve

There are still negative reviews because we only do basic safety check

Review

They select the satisfaction from 1 to 5 on the **BPme app** after service and leave reviews

They leave review to our service on social media or map app like Google map

They talk about the service with their friends

Social Media, Map app, **Improved BPme app** 

## **Key Points**

### The Improvement of BPme app:

- Add a Safety Checking list for offline safety check service
- Add better route-setting system
- Add equipment usage tutorials
- Add better payment system
- Add a review system

#### **The Brand New Safety Check service:**

- Only provide basic safety check, if we cannot solve their problems, they should go to a repair station.
- The service is **free** if our service cannot solve their problems.

