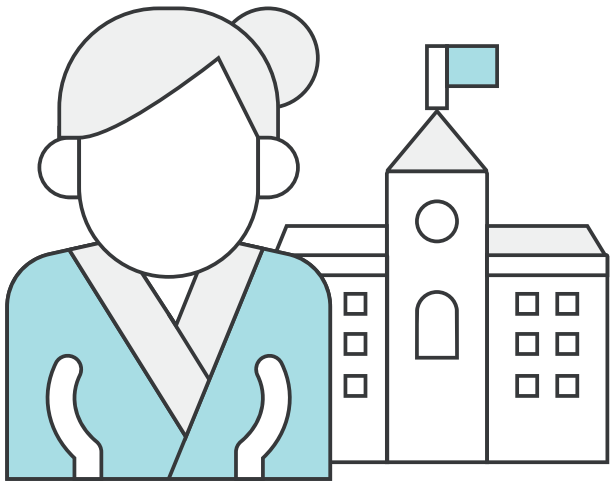


LUISA

Emilia Romagna

User Journey



Age: 79 y/o

Marital status: Widowed

Children: One daughter

Occupation: Retired

Location: Centre of Monghidoro

Scenario

Luisa wants to pay her bills via transfers at the bank. She has a smartphone (does not use a lot of functions, finds it difficult) but only partially uses it (Whatsapp) and needs support for more extensive digital application use (downloading app).

Expectations

That it goes fluently, without queues and not having to wait too long. It's a safe and easy process as well. (others cannot see the interaction). She receives feedback (receipt) that all went accordingly.

1

AWARENESS

Doing

By word of mouth from friend/relative about system.

Written communication about system (flyer).

Goes to gathering place: finds out about service.

Thinking

Effort in time takes away time from other errands.

Having to walk again.

Needs to organise herself again.

Means/ Contact person

Flyer

Friend/relative

Insights

Informal point of contact => useful to organise partnership with local associations (voluntary) in order to facilitate the collection of information.

Flyer campaign organised by municipality to communicate properly (describe and explain service).

2

CONSIDERATION

Doing

Asks service agent at bank about the service (he/she is trusted).

Thinking

Hopes the service is more extended/ detailed when she asks for information.

Should fit in her daily activity/schedule (avoid waiting, queuing, having to pick a certain moment that is not fitting with her agenda).

Means/ Contact person

Service agent

Insights

Bank gives her a tutorial and information about where to get extra lessons/help.

Offer more usage/training opportunities to anticipate needs.

3

USAGE

Doing

Will watch tutorial, but is not able to do it alone.

Asks support from relatives.

Relative comes with for 1st time (2nd time alone).

At the bank: Luisa does the operation, relative is sitting on a bench to

Thinking

She needs support again.

She has to queue a lot.

Opening hours don't always fit her needs.

Needs more efficient paying method to allow more bills to be paid at once.

Means/ Contact person

Relative (first time)

Service agent (enjoys contact w/ the service agent)

Insights

Offer more services to people who live there.

4

POST-USAGE

Doing

Rejection: relative is doing it for you (or a social organisation).

Will reject the service forever.

Successful: come alone and more engaged (more usage, other time moments).

Explores more aspects and information.

Thinking

She wants to learn more.

Means/ Contact person

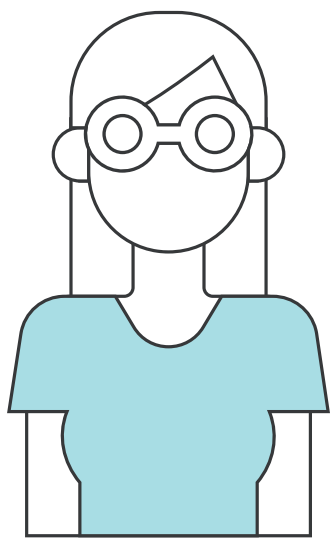
No real connection here

Insights

Periodically: people to know if they are well and if the service works.



JOHANNA
Antwerp
User Journey



Age: 40 y/o

Marital status: Not married

Children: No children

Occupation: Office job; public service

Location: Antwerp

Scenario

Johanna, a visually impaired woman, wants to cross the street with traffic lights on her way to work.

Expectations

She is allowed/can cross at her own pace and receives clear information and instructions from the light.

1 AWARENESS

— Doing

Mouth-to-mouth recommendation from friends and relatives and from the mobility advisor

— Thinking

-

— Means/ Contact person

Local news

Word of mouth

Telephone

— Insights

Campaign about lights and where you can find them.

Show the position of the light on the map: integration.

2 CONSIDERATION

— Doing

Researches the light.

Checks online for more information.

— Thinking

Wonders if it works.

Wonders if she can get there / reach it.

— Means/ Contact person

Google website municipality

— Insights

Bank gives her a tutorial and information about where to get extra lessons/help.

Offer more usage/training opportunities to anticipate needs.

3 USAGE

— Doing

She goes to the crossing.

She patiently waits for a sign or the reduced noise of cars.

She shows her cane to the cars before crossing.

— Thinking

— Means/ Contact person

Lights

— Insights

Show whether the light is working or not via the map in order to start the route.

4 SERVICE

— Doing

Once special sound or noise of cars that they start coursing.

— Thinking

Not enough time to cross.

Cars are coming.

Afraid there'll be bikers.

— Means/ Contact person

Other road users

Light

— Insights

Extend the light, give clear red or green signal and extra information.

5 POST-USAGE

— Doing

Advocacy: share experience with other visually impaired persons.

— Thinking

-

— Means/ Contact person

Telephone

E-mail

Mouth to mouth

— Insights

There is not much direct interaction or feedback possible.



MARIAM

Galilee

User Journey



Age: 25 y/o

Marital status: Single

Children: No children

Occupation: Part-time university student, part-time sales-woman at a grocery store

Location: Rural area of Galilee

Scenario

Mariam wants to find a driver to get to university. She wants to be picked up at a point of interest and be dropped of at the university.

Expectations

Mariam wants the service to be safe, reliable, punctual and affordable (compared to taxi, not public transport).

1 AWARENESS

— Doing

Checks social media groups for students.

Word of mouth: other university students.

— Thinking

She’s frustrated: will I get there on time? Will the driver be there?

— Means/ Contact person

Friends and students

Social media groups

— Insights

Provide information in app about driver (driver profile).

2 CONSIDERATION

— Doing

Checks out social media for more information.

Looks up the service.

Contacts the driver.

— Thinking

She’s nervous: Is the driver reliable?

— Means/ Contact person

Social media

Person that told her about the service: Ask more information.

— Insights

Certified feeling of getting the information.

Trust.

3 USAGE

— Doing

Calls/texts the driver to make the appointment.

Asks about: safety car (e.g. insurance), license driver, experience, route, time frame, cost.

Assesses safety driver: kind of response (tone and correct answers).

If trustworthy: makes appointment (text message for confirmation)

Payment method agreed on.

— Thinking

She’s unsure: Is (s)he trustworthy?

She’s unsure: I have to check the route the driver is providing.

— Means/ Contact person

Phone call or text message

— Insights

App helps her check all the information, will reduce stress and frustration.

Faster order (not 2 weeks ahead).

Pricing agreement made in the app.

4 SERVICE

— Doing

Checks if everything is correct (e.g. same car as ordered).

— Thinking

She wants to be certain: Is everything like we agreed?

— Means/ Contact person

Other road users

Light

— Insights

Extend the light, give clear red or green signal and extra information.

5 POST-USAGE

— Doing

Rates the driver and service (diffused! because not in-app just friends, relatives and social media group).

— Thinking

She finds it unhandy: No central place to complain to the organisation or to the driver or to encourage.

— Means/ Contact person

Social media groups

— Insights

Feedback is gathered in one place: the app.

Rating and comments system in the app

Mentioned in profile of the driver.



MARIA CARMEN

Madrid

User Journey



Age: 60 y/o

Marital status: Widowed

Children: Two children

Occupation: Unemployed

Location: Madrid

Scenario

The family comes over on Saturday so Maria Carmen wants three plates delivered on Saturday morning.

Expectations

Easy and punctual delivery.
Please someone with the meal.

1

AWARENESS

Doing

Mouth-to-mouth recommendation from relative.

Relative helps her download the application.

Thinking

She should explore this service.

She's happy: appreciates that the application is informally recommended by a relative.

Means/ Contact person

Awareness

Insights

Not present in this stage.

Possible solution: via network and social campaign (e.g. opinion leaders).

Branding in social places (e.g. markets).

2

CONSIDERATION

Doing

Tries/checks how it works by herself.

Asks for help from relative when encountering an issue.

Checks out the different restaurants and types of food they offer.

Thinking

Contact form is not clearly displayed.

Means/ Contact person

App or website?

Friend or relative?

Insights

When searching for food, the information is unclear.

Idem website for address issues.

English language.

Contact needs to be more upfront and clear to answer questions.

Application has no geolocation: need for overview of restaurants nearby.

3

USAGE

Doing

Registering

Filter the system by adding your location.

Select a type of food and restaurant.

Select number of meals and select the meals.

Payment method agreed on.

Thinking

She needs pictures.

Text is not uniform for all restaurants.

Unclear terminology (e.g. vegan, delicate).

Means/ Contact person

App or website?

Insights

Area of 3,5km.

Pictures of food.

User-friendly description of restaurants and food.

User-friendly language option: adapted to profile.

4

SERVICE

Doing

Payment of order.

Receive confirmation of orders.

Thinking

-

Means/ Contact person

-

-

Insights

-

5

POST-USAGE

Doing

Receives delivery at home.

Receives call when there's an issue.

Recognise service agent due to familiar relationship.

Follow-up via feedback system.

Thinking

Needs a feedback system because she can't inform them that she's content.

Means/ Contact person

Telephone

Insights

Interaction with a receptionist.

Add rating and feedback system.



SARA
Madrid
User Journey



Age: **20-30 y/o**

Marital status: **Not married**

Children: **No children**

Occupation: **Sheltered workshop**

Location: **Madrid**

Scenario

Sara wants to order a salad for lunch.

Expectations

She can order an affordable meal by herself and can easily understand the dietary information. The process is easy and transparent for her to follow.

1 **AWARENESS**

Doing

Informed by the tutor/caregiver.

Discover via internet.

Thinking

-

-

Means/ Contact person

-

Insights

Impulsivity: don't explore much, first thing they see is important.

2 **CONSIDERATION**

Doing

Downloads the app and looks around.

Thinking

-

Means/ Contact person

-

-

Insights

Mass of information means a lot of stimuli: needs to be clear, structured (should not confuse or frustrate them).

3 **USAGE**

Doing

Registering.

Browse offers.

Selects a meal.

Reviews/confirms the order

Payment.

Thinking

Impulse buys first thing they see.

Wonders if it's possible to pay cash (!?)

Means/ Contact person

La pajara phone number not clear; not real possibility to reach out; formal present on the app or the web-app; but no appropriate interaction channel.

Insights

Impulse buys first thing they see.

Overview/inspection by tutor/caregiver.

4 **SERVICE**

Doing

Rider introduces him/herself, speaks clearly and slowly.

Thinking

Doesn't know why people are mad at her.

Means/ Contact person

-

-

Insights

Tutor approval/overview finances needed.

Confirming/rejecting/descubscription.

5 **POST-USAGE**

Doing

Receives delivery at home.

Receives call when there's an issue.

Recognise service agent due to familiar relationship.

Follow-up via feedback system.

Thinking

-

Means/ Contact person

-

Insights

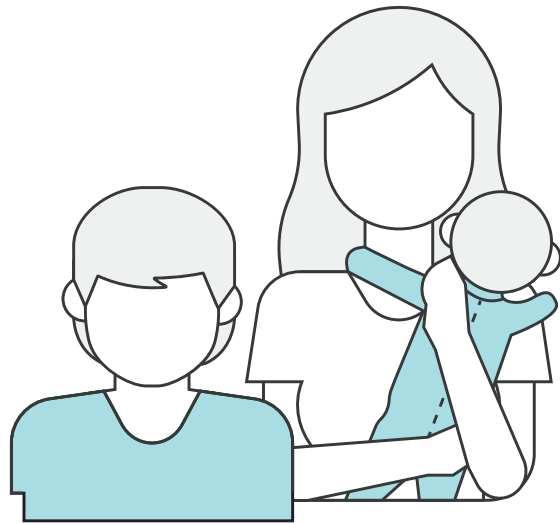
Training needed to grasp aspects of communication (also for the riders).



MARIE

Berlin

User Journey



Age: 30 y/o

Marital status: Married

Children: Two children

Occupation: Part-time, maternity leave

Location: Peri-urban location of Berlin

Scenario

Marie needs to order a ride with ridesharing from her home to the doctor and then to the pharmacy and then back home with her children (don't walk yet).

Expectations

Safe ride, without much waiting time for the car, enough space in the car for the stroller and the maxi-cosy.

1 AWARENESS

Doing

Mouth-to-mouth recommendation from relative.

Visits thematic website about mobility.

Has seen the service on the street.

Uses a service (route planner) that integrates the offer.

Thinking

It looks like the service is not developed for me.

Means/ Contact person

No fit channel exists today to reach out to young mothers

Insights

Is such a service for mothers in place?

Work on a branding and image campaign to counter current opinions of young mothers about the ride sharing service.

Team up with local stakeholders and third parties that are relevant information sources for the target group of mothers (doctors, pharmacies, schools, ...).

2 CONSIDERATION

Doing

Checks the website of public transport or ridesharing website for more information.

Downloads the app/reads information on the app.

Tries to book a ride as a test but does not confirm it at the end of the process.

Thinking

Checks out potential benefits: Is there a combined price for mother and child(ren)?

Is there quick correspondence between different public transport modes possible?

How can I pay? Is it flexible (so with PT ticket)? Is it via credit card?

Means/ Contact person

Mobile Application

Insights

Team up with local stakeholder representatives and third parties that are relevant for the target group (e.g. hospitals) for promoting the system.

There is a need for a tutorial and FAQ addressing their questions towards mothers.

Add mother and child option and develop feature for price-combination mother-child.

3 USAGE

Option 1: orders ride in the mobile app: register + destination & 3 passengers.

Gets time frame (pick up - drop off) and get info about type of car.

Receives info about the option: book or not.

Online payment after booking (rate per km) and gets receipt.

(Pre-) book 2nd ride after completing booking of ride 1.

Thinking

Booking multiple rides: no chaintrip function.

Still considering alternatives (e.g. friend).

Possible to see connections (public transport)?

Means/ Contact person

App

Insights

Implement a via/step over functionality or process.

Add mother and child option.

Indicate clearly that car is suitable for children.

Work with current branding of services.

4 SERVICE

Doing

Receives notification of arrival car.

Goes to the pick up point.

Information: name driver, number car, location car and logo car.

Onboard first children, then the strollers and then yourself.

Once in car does cash payment (if not paid online).

Drives

Goes out and checks confirm pre-booking for 2nd ride.

She goes to doctor and returns.

Waits for the confirmed 2nd ride.

Means/ Contact person

Driver

Car

Insights

Sent only cars that meet requirement of users.

Driver needs to be trained to support mother and child.

Flexibility along the trip (pick-up/drop-off locations)

Good experience of chain tripping/step-over functionality.

5 POST-USAGE

Doing

Starts rating and commenting at end of the ride and get notified in the app.

Hotline in the app.

Thinking

E-mail or call if unhappy / bad experience?

Means/ Contact person

App

Phone

Insights

Improve current features on the app.