User profile

Angie

City Cycles Customer

- *32*
- *Software Developer*
- *Charlotte, SC*
- *Single*

Interests

Trying out new restaurants, geocaching, helping animals

Goals

Explore the world around her & soak up new experiences

Angie likes geocaching, which is a great way to get out in new cities. Renting a bike helps her get around traffic and into spaces where cars aren't allowed. She also enjoys being outside, getting exercise, getting to see new places close up, and helping the planet.

Frustrations

She's in front of a computer so much of the time, that she struggles to stay fit & flexible.

Quote

"Have GPS, will travel."

City Cycles Customer Journey Map

Making an online reservation

	BEFORE Site Interaction	DURING Site Interaction							AFTER Site Interaction		
User actions	Thinking of renting a bike	Open iPhone & search for bike rentals nearby in Apple Maps	Open the City Cycles Site from the website link in Apple Maps	Click on "Menu" to find "Reserve," then scroll down the page to look for how to reserve a bike	Click on button that says "online call ahead" to try and reserve, then click link that says reserve "here."	Click on types of bikes to see what they have and prices.	Click back button and scroll down to read about pricing and other rental details.	Click on "reserve a bike" at the bottom of the page, then cancel email window that pops up.	Search site for phone number. Look first at the bottom of the home page, then click on "hours" from the Menu.	Call to reserve a bike.	Walk to the store	Go to the counter to pick up bike & pay	Ride off into the sunset
Feelings	Eager/Optimistic		Curious	Confused				Frustrated/Angry			Stressed/Rushed	Relieved	Relaxed
Thoughts and Pain Points	"What's within walking distance?"			"Where do I go to reserve a bike?"	"Why are there only 3 pictures of bikes with no details?"		"Why are there only pictures of three bikes, with no information or pricing?"	"I don't want to email. I want to reserve a bike!"		"I believe I have to call and reserve, like it's 2008"	"I hope this		"Whew, I did it!"

= pain point

What's within walking distance?

"Where do I go to reserve a bike?"

"Why are there only 3 pictures of bikes with no details?"

"I don't want to email, I want to reserve a bike!"

"Glad that worked out. This is nice."