



Benjamin

Scenario

It’s supposed to be a beautiful weekend and Ben wants to take his family on a bike ride on Saturday. He needs to find a ride that is kid-friendly and paved, as well as find nearby places to eat or make pit stops.

Goals and Expectations

- Discover a new bike path
- Explore different parts of his city
- Find a suitable route based on his family’s experience level
- Find nearby amenities while on the bike path

PHASE	PLANNING			START OF RIDE			ADVERSITY		DISAPPOINTMENT	
ACTIONS & TOUCH POINTS	Thinks about usual route	Looks for new routes on Google Maps	Decides to try new route	Gets kids ready and on bikes	Starts out on protected bike lane	Bike lane becomes shared lane with cars	Cars zoom by, frantically moves to curb	Kids start crying, scared, hungry, need restroom	Checks Google Maps, restrooms in other direction	Calls uber, takes family home, end ride early
EMOTIONAL EXPIRENCE	It's a beautiful day for a bike ride Hopefully it will be a good ride Safe for my kids? Restrooms nearby? Is wildlife a concern?			1 water should be fine This route is working out! I don't know about this lane			Too much traffic! Should not have brought the kids here		No bathrooms or food nearby?! Well, that didn't go well	
PAIN POINTS	Bored of usual route	Tedious and time consuming	Not confident with decision	Feeling uneasy with path change			Concerned about children's safety		Amenities are too far	
OPPORTUNITIES	Provide curated information to simplify discovery		Provide assurance that route meets needs				Provide kid-friendly route options		Incorporate amenities in chosen route	