User Journey Map for Persona 1: Lori Peterson, Visitor

Goal: Find an area of the city to explore that's easily accessible by public transit from her hotel and full of places for tourists to visit.

	Finds a nearby bus stop	Review available transit information	Uses phone for information	Takes bus based on information	Arrive at destination
TASK LIST	Grab a coffee outside her hotel. Looks for a bus stop nearby on the busy, high-traffic street with frequent buses passing.	Sees routes and times at the kiosk but no helpful tourist information. Uses Google Maps on her mobile phone to look up a nearby museum.	Uses Transit app to see if it's easily accessible by a transit route. Find directions to a selected museum.	Navigates to the bus stop which is actually across the street from where she is. Waits for the bus while checking the real-time arrivals on the Transit app and the digital kiosk.	Boards the bus and takes it to the museum. Wanders the area before going back to the same stop to get back to her hotel.
FEELING ADJECTIVE	Excited to find someplace fun to explore on her day off in a new city.	Concerned she should have done more planning ahead of time.	Frustrated that she has to use multiple tools to navigate to a destination.	Annoyed that she was in the right place but didn't receive helpful information at the location.	Hesitant to explore too far because of the lack of helpful information.
IMPROVEMENT OPPORTUNITIES	Identify key locations for tourists and provide helpful information to both locals and visitors.	Add searchable content on the kiosk that links riders to a streamlined navigation process with public transit.	Allow riders to send navigation details to their phone from the kiosk.	Provide information about nearby transit availability.	Provide the same level of information in high-tourist locations at easily recognizable kiosks.

User Journey Map for Persona 2: Lonnie Jefferson, Regular Commuter

Goal: Get directions using public transit for a commute to work during different than normal work hours.

	Arrive at the bus stop	Review digital kiosk	Get directions to destination	Follow given transit directions	Arrive at work destination
TASK LIST	Decide when to leave to get to work on time based on the usual time needed for the trip. Walk from home to the usual bus stop. Arrive and prepare to wait for the next bus to arrive.	Identify an informational kiosk at the bus stop. See what informational options are available. Search for the schedule pertaining to this particular route/date/time.	Unable to find the schedule, get directions to workplace. Get directions with for a different bus route.	Walks to a different nearby bus stop to wait for the bus that should get him to work.	Follow directions provided on the kiosk. Arrive at the destination, hopefully on time. Make note of the time it took for the trip.
FEELING ADJECTIVE	Worried about getting to work on time. Unsure of the bus schedule at this new time.	Frustrated by a lack of clear communication about the bus route. Unsure of what information to seek to get to work on time.	Confused about finding transit information in a new format. Frustrated by typing on a touchscreen and the extra time to complete the task.	Nervous about directions with unknown bus routes. Unclear about directions as they are described.	Happy for success in getting to the destination, if on time. Stressed from the extra work it took to complete the task.
IMPROVEMENT OPPORTUNITIES	Encourage riders to plan their trips before leaving home. Provide schedules at a glance for immediate confirmation upon arrival.	Make the public transit information at the kiosk clear and easy to locate based on most important needs. Provide secondary information lower in hierarchy.	Prioritize non-search transit information such as schedules and maps. Voice recognition typing in search functions. Deprioritize search functions that require personal information.	Provide a map of transit directions as well as turn-by-turns. Provide all available transit options. Provide chat support.	Make the kiosk quick to use and as few steps as possible.