Jae Young Kim - MTA LIRR E-Ticket App

Journey Mapping Worksheet

The Journey Worksheet identifies the practical and emotional experience across channels and touchpoints while addressing key needs. This will help your organization uncover key opportunities to improve the experience.

Persona: MTA LIRR Rider
New Yorkers & Long Islanders

Goal: Riding the LIRR transportation with easier access + information to their destination

Stage	ROUTE	PURCHASE	LOCATE	BOARDING	PROOF OF PURCHASE
Touchpoints *Points of interaction.*	Station, Home, Street, etc... pretty much everywhere their app can be accessed & opened.	Station, Home, Street, etc... pretty much everywhere their app can be accessed & opened.	Directly from the station screen, or the app itself.	The train.	The app on smartphone
Needs *What questions are we trying to answer? What information do we need to answer them?*	Where is the destiniation the riders are heading to?	How many and what kind of ticket are they purchasing via the app?	Where is the train station and which train lane is their lane to board?	Is this the correct train, and when this train will depart from the station?	Is this the correct ticket they bought for this trip? How should I display this upon request?
Expectations *What are the core expectations of our pesona?*	Routing their trip from destination to destination using their app.	Succesfully purchasing their tickets in easy steps.	Finding correct train lane from complex train station situation.	Safe train ride to their destination according to planned schedules.	Showing their proof of purchase for this train ride, and find any other necessary information on the app itself.
Activities *What is our persona doing at this stage in their journey?*	Opening the app and inputting their location and destination, then gain information on the route, time, and distance, etc.	Inputting their payment information according to the instruction, then receiving e-ticket prior to getting on board.	Based on their purchase, the riders would need to find which lane their train is coming into, then relocate themselves within the station.	Finding their seats, and have their tickets on the phone ready to be shown upon request.	Opening the app, and have their ticket to be activated by click, then display for the LIRR staff to either look at it, or scan it.
Emotional State	Positive ● / Negative	● (Negative)	● (Positive)	● (Positive)	● (Positive)
Opportunities *What would make things easier and more enjoyable for the customer?*	Improve the app feature to be able to directly type in the address, rather than station, because not many riders won't know the name.	Similar to how MTA subway has partnered with Single Ride Scan using Apple Pay, easier payment should be considered.	Help them to locate the train lane with notification (if the ticket has been purchased), and keep updated with any lane / train changes.	Have bigger signs or digital board on the trains to make sure the rider can confirm it's the correct train and lane they are boarding.	Have their ticket be able to scan with easier steps, or have it linked with Wallet App, rather clicking several steps through the app.