



# Journey Map: Time-Conscious Planner

Derek takes the CTA to work during morning peak hour.

Time	BEFORE		DURING		AFTER
Actions	Morning Routine	Boards Train	Delayed on CTA Red Line	Decides to take Uber instead	Late to Client Meeting
Emotions	Motivated Confident and ready for client meeting at 9:30am.	Frustrated Train car is crowded. People aren't moving to the middle of the car (bottlenecking).	Nervous Has no idea how long this delay is going to take.	Anxious Hopes the uber will get him to the office in time for his meeting.	Disappointed Stressed after a long morning commute.
Opportunities	Motivation pop-ups.	A way to fullness of train cars.	Visual announcements about delays, eta of delays, specific details. Improved communication from CTA to riders.	A way to filter alternate route options (fastest, cheapest).	Crowd-sourcing platform that allows user to report, view, confirm delay information.



# Journey Map: The Exploring Urbanist

Autumn takes the CTA to a festival in Millenium park on Sunday.

