James is the Chief Operation Officer of a bus carrier company that serves over 2,000 cities across the country. Fast, reliable service at an affordable price and good customer service are key to his company’s success. But lately two major bus crashes have impacted his company’s reputation and he has noticed a decline in sales. After a proper investigation the officials concluded that the driver’s lack of focus on the road was the cause of the first crash. As for the second one, authorities concluded that the driver fell asleep behind the wheel. In both cases the buses were in good condition and the drivers did not exceed the maximum driving time allowed. Both vehicles were in compliance with the Vehicle Commission inspection criteria.

After these two major accidents, James feels he needs a solution to help him turn this situation around. He cannot afford to run an unsafe business. He wants to leverage technology to provide a safer ride to his customers and employees.
James
Chief Operating Officer

I like people who work hard. Sheer effort enables those with nothing to surpass those with privilege and position.

**About**
- 55 years old, married with 3 kids
- Tech savvy and likes to adopt every new tech gadget
- Owns a small sail boat and goes running twice a week

**Responsibilities**
- Daily operation of the company
- Planning by prioritizing customer, employee, and organizational requirements
- A one stop shop to track and monitor his bus fleet
- A system that notifies the driver if something is wrong (smart watch will vibrate if his heart rate or body temperature goes below his average). It also needs to monitor mechanical issues the bus may have. And relay the bus’s coordinates on the map.
- Real time access to data and be notified if any problem arises
- Ability to analyze and share data quickly

**Main Goals**
- Be a technology enabler in his company
- Streamline business operations
- Align IT and business needs
- Keep customers and employees happy

**Needs**

**Pain Points**
- Lack of visibility over key areas of his business
- The company is running on obsolete technology
- Lawsuits and declining sales
## User Experience Journey

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>Mindset</th>
<th>Feeling</th>
<th>Touch Points</th>
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</table>
| Enter office building  
I have no updates regarding west region buses and routes | I need to wait 30 min every time I need a report.  
Right now I have no clue of what’s going on. | 😊 | Paperwork  
Documents  
Desktop  
Office Desk  
Assistant |
| Talk to my assistant and the west region Manager.  
Answer some emails while I wait for what I really need | I look forward to the day this is automated in one screen | 😔 | Cell Phone  
Email |
| Jump on the phone with the East manager to discuss his region updates.  
Report almost ready with daily operations (buses, drivers, routes...) | Good thing I have my assistant who is the person who does all the ground work. | 😞 | Cell Phone  
Planning Board Assistant  
West region Manager |
| Jump on a phone call with the West region Manager again.  
Two buses are down and a driver did not show up | She has no updates on that and I have no visibility. She forgot to turn in her data and weekly plan for the report | 😞 | Call Phone  
Planning board Assistant |
| Ask her to turn in her weekly plan and updates | Why do I always have to chase people to get things done? | 😞 | This took forever.  
Finally the report is complete and my day just begun |
As a company executive and representative, I need a way to quickly manage and oversee my company’s daily operations so that I can provide safe means of transportation to my customers and employees.
If the sensor reads the driver's current cardiovascular activity below his average, the driver’s company smart watch will vibrate until he taps it. If this happens 3 times, the vehicle will come to a stop.

If driver’s temperature falls below his average 98, his company smart watch will vibrate until he taps it. If is stays below average for over 1 min, the vehicle will come to a stop.
If any of the vehicle readings fall below their average, the vehicle will come to a stop and the company service center will be contacted.