



“Getting a license is a big step and I can’t wait to be more independent! I just wish I knew when I could finally have the license in my hands.”

Luca

Age: 17 | Occupation: Student | Status: Single

Background

I’m so excited to get my license! I live in the countryside where there is very little public transportation and you must have a car to get to school, to friends, to sports practices, anywhere you want to go. My uncle already said he would give me his old car and I’ve picked out a new sound system for it. I’m so looking forward to finally being more independent and driving around in my own car.

Behaviours

- I use my smartphone for everything, much more so than I use my tablet or laptop
- I’ve been so excited that I have been practicing driving with my parents in empty parking lots preemptively, but they got their licenses a while ago and don’t remember much about the process to share
- My friends and I talk a lot about our licenses and what cars we are getting. I spend most of my time thinking about my new car
- I try my best to be a good driver, but I have to admit I’m still learning. When I practiced, I scraped the car against a pole once and jumped a curb another time.

Key Frustrations

- Since I live in the countryside, it will be hard for me to get to the license office in the city and my parents have to take time off work to take me there
- I have no idea what paperwork I need for the application, why don’t they tell you more ahead of time? I don’t even know if I have the right documentation they want!
- None of this process of submitting the paperwork or booking appointments seems mobile friendly so I have to dig out my laptop and it still doesn’t seem to work on my laptop!
- I don’t know how long it will take to get my license or what the process is. I have sports this summer and don’t want to miss that



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Prepare for License Process

- Researches license process
- Gathers required documentation

Enroll in and Complete Driving School

- Selects a driving school
- Enrolls in course
- Completes course

Complete & Submit Application

- Submits required driving school and identification paperwork
- Completes paper application and mails it in
- Submits fees

Take Driving Exam and Obtain License

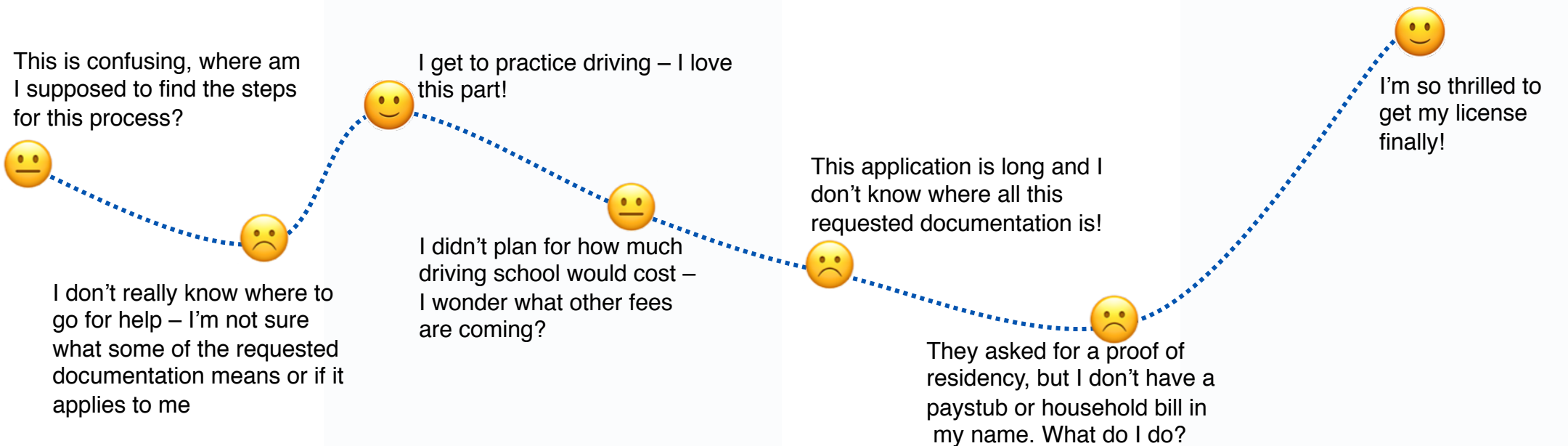
- Makes appointment for exam
- Passes exam
- Takes license photo and finalizes paperwork
- Receives License

Experience

What are the actions for the journey?

Emotions & Thoughts

How is the user feeling throughout the journey? What is the user thinking about in this moment?



Capturing Jobs That Your Customer Does Requires you to know:

Define The Core Functional JTBD

Define Outcomes

Define Emotional Jobs

1. Situation

In this situation...

When _____

2. Motivation

When trying to...

I Want to _____

3. Expected Outcome

People struggle to...

So I Can _____.

And want to feel and be perceived as...

When getting ready to run, I want to minimize the time it takes to get the songs in the desired order for listening so I don't lose motivation

Capturing Jobs Template:

When _____

I Want to _____

So I Can _____.

Opportunities for Improvement: