



“I’m excited for this next adventure in our lives - except for dealing with all the logistical headaches of figuring out a new driver’s license process.”

Lara

Age: 58 | Occupation: Professor | Status: Married, two adult children

Background

My husband and I just moved to a new country so I can take my dream job of being head of a department at a university. My husband and I both had driver’s licenses where we used to live and never needed to renew them or think too much about it once we got our licenses. In our new country, we both want to get our licenses as soon as possible so we can have the convenience and freedom to take weekend trips and show our friends and family around when they come to visit.

Behaviours

- I drove every day where I lived before and have had a license since I was 17 years old, so I am a very experienced driver
- I have a lot going on, between unpacking, preparing for my new job, selling our old home, and I’m trying hard to keep track of everything as best I can
- I don’t consider myself very tech savvy. I have a smartphone and laptop I use fairly often, but when I have a detailed question, I prefer to talk to someone
- I will opt for convenience whenever I can, so when my university offered for my husband and I to stay in the faculty college housing, we jumped on the opportunity. So glad we don’t need to find a new apartment in a new city!

Key Frustrations

- I am not getting a license for the first time and no one seems to be able to explain to me what I need to do as a driver who already held a license, albeit in a different country
- I haven’t taken a driving exam in years and don’t know what to expect
- I heard I need to re-take my eye exam. I wear glasses to read and am worried about if this will cause issues
- I know I’m a good driver and I have never had an accident before. I just don’t know what’s different about driving in this country
- I’m also helping my husband with this process, since we both want to get our licenses – it was hard enough to do it just for myself, now I have to manage for both of us!



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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?

It feels like there are so many things to keep track of!



I'm already a very experienced driver. What parts of this driving school preparation do I really need to do?



I need some help with translations – I'm not sure I understand all of the instructions



This application is long and I don't know where all this requested documentation is! Did the paper get lost in the move?



They asked for a proof of residency, but I don't have a household bill in my name since we are living in college housing.



I'm so thrilled to get my license finally!



These appointment times are so inconvenient and all during the work day. I just started a new job and can't take time off.

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: