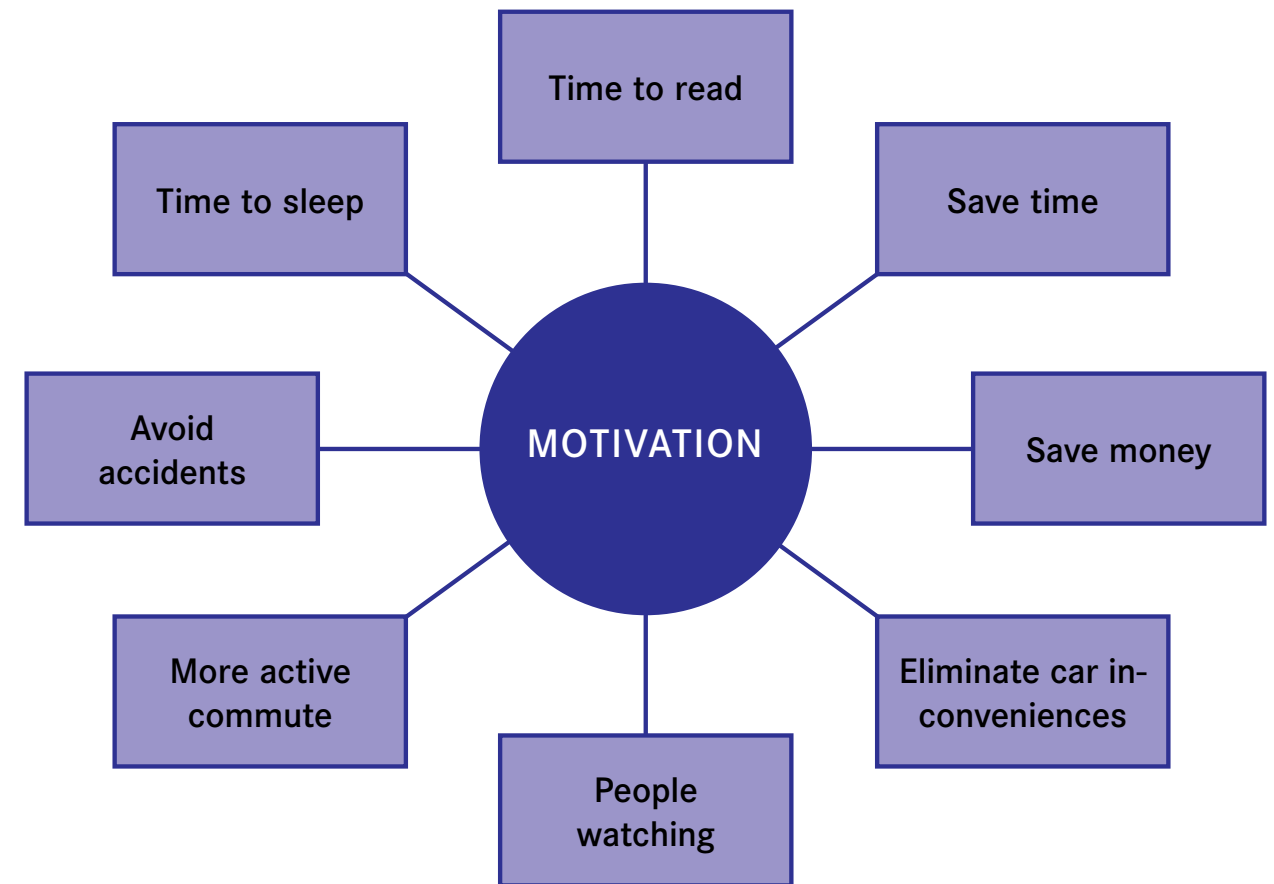
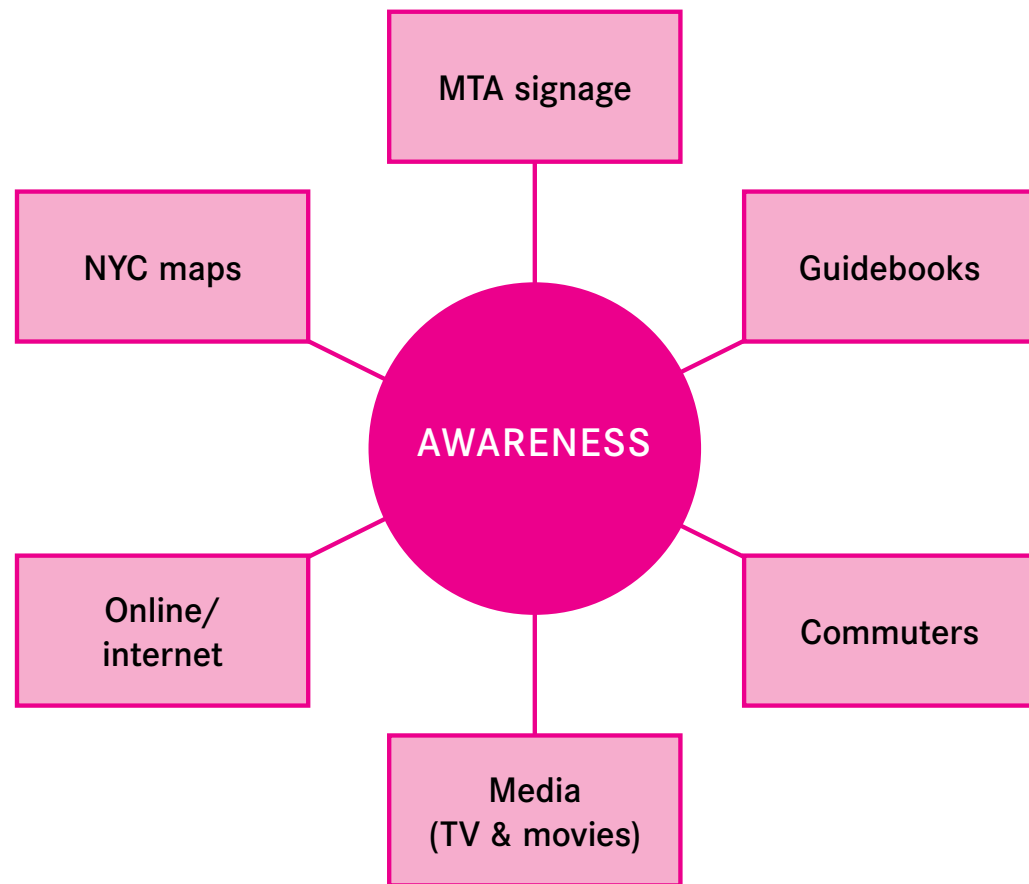


# MTA Journey Map

## Prototyping the User Experience

Carrie Stiens & Christopher Cannon

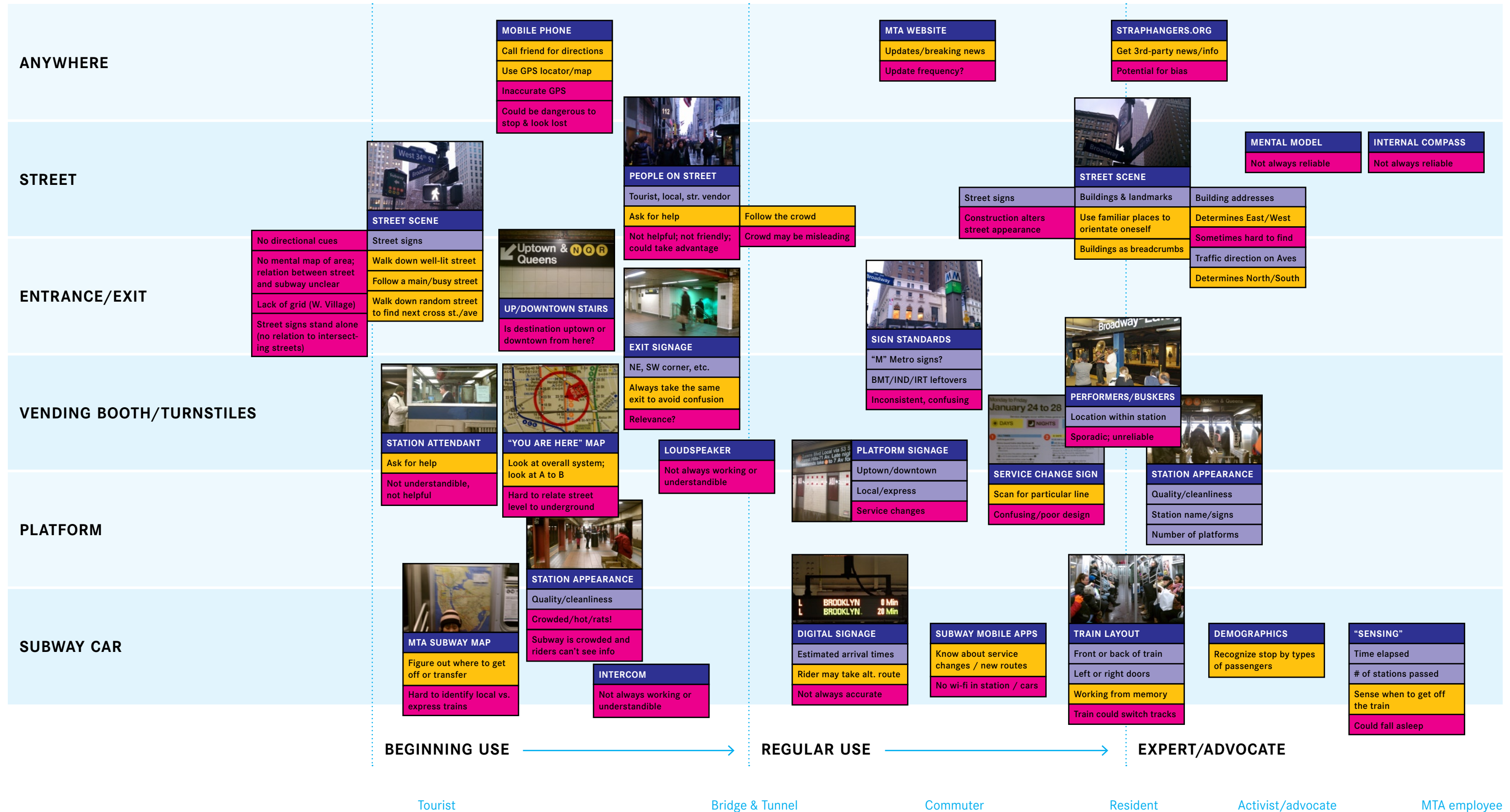
January 31, 2011



# MTA Journey Map (existing state)

Key:

TOUCHPOINT
Example(s) or subsets
Action/behavior
Pain-point / problem



BEGINNING USE

REGULAR USE

EXPERT/ADVOCATE

Tourist

Bridge & Tunnel

Commuter

Resident

Activist/advocate

MTA employee

# MTA Journey Map (future state)

Key:

TOUCHPOINT
Example(s) or subsets
Action/behavior
Pain-point / problem

