



7:50 AM

Ryan gets into his car; he takes a few minutes to warm it up and defrost the glass

Pain Points

- In cold weather:
- car is too cold
- engine takes time to warm up
- windshield is foggy

8:00 AM

He heads for work, and drives slower than usual to be careful

Pain Points

Driving is risky in bad weather conditions

8:10 AM

Sees fuel level running low; Passes by gas station

Pain Points

- Last minute gas refill takes time especially in peak hours
- Traffic to get to closest gas station/deviation from main itinerary

8:25 AM

Back on the road; gets a call from client

Pain Points

Has to concentrate on the call and on the road at the same time

9:10 AM

Arrives to work location; searches for a place to park

Pain Points

- Doesn't have an allocated parking spot at client site
- Parkings are often full/ require a membership
- Streets are crowded and parking spaces are scarce

9:25 AM

Walks into workplace

Pain Points

Has to walk all the way from parking spot to office; inconvenient in cold/rainy or hot weather