Driver User Journey

1/4/24

This user journey map reflects a driver's typical day, including safety-related tasks, preparation for the day's route, actual driving activity, and post-trip activities. The driver journey varies depending on whether the driver is employed by a Local, Field Services, or Highway company. However, there are still many commonalities in the driver user journey across the different segments.

Phases / *Timeline* / *Steps*

1 Shift Start — ~10 min

Come into the office

Go On-Duty on ELD app

2 Safety Activities — ~15 min

Lytx touchpoint

Face-to-face Coaching (if applicable)

- Avg. # of **events** per coaching session: **2.3**
- Avg. # of **behaviors** per coaching session: **1.6**
- Avg. # of **coaching sessions** per driver per month: **5.2**

Lytx touchpoint

Driver Recognition (if applicable)

Could be an **Event Recognition** (for a specific event), **Driver Recognition** (for general performance), or **Safe Driving Recognition** (quarterly recognition for having coachable score = 0)

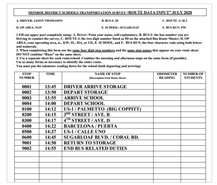
Listen to safety debrief

- Short (3-5min) group meeting where Safety Manager will cover any relevant safety topics
- Example: 3-foot rule – make sure to give at least 3 feet of clearance between vehicle and cyclists
- Warn drivers of any dynamic risk concerns – weather warnings, traffic conditions, etc.

3 Prepare for Route — ~40 min

Review route and stops

1. **Review schedule**: Look at time and location of each stop
2. **Determine load capacity**: How much cargo can I carry and how many stops can I make?
3. **Check traffic and weather**
4. **Review route options**, taking into account distance, traffic, toll, and safety factors
5. **Plan out rest stops**
6. **Coordinate with dispatch**: Ensure route is aligned with company's overall logistics plan



Example: School bus route plan sheet

4 Vehicle Pickup & Inspection — ~20-45 min

Pick up vehicle keys and locate in yard

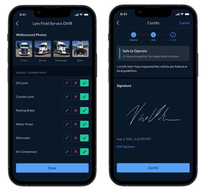
In-yard move

Driver may need to move vehicle within the yard before inspecting and loading the vehicle

Lytx touchpoint

Inspect vehicle & trailer and fill out pre-trip DVIR

See ELD User Journey for details →



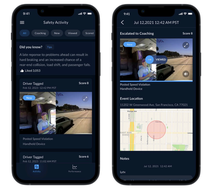
Pre-trip DVIR inspection list and certification

5 Load Vehicle — ~40 min

Lytx touchpoint

Catch up on self-coaching tasks while waiting to load vehicle* (if applicable)

See Appendix 5 for Self-Coaching Workflow →



Driver App Safety Activity feed & self-coaching session

Load vehicle

- **Loads in an organized & efficient way**
  - Groups items to minimize amount of time it takes to unload
  - Labels facing outward
- **Loads heavier items first** to distribute weight evenly and keep vehicle balanced
- **Maximizes space** by stacking items
- **Safety first**
  - Ensures items are secure and vehicle is not overloaded
  - Clears walkway of any tripping hazards

*Note: Self-coaching tasks are likely completed whenever the driver has a few extra minutes and is still on duty.

6 Drive Route — ~10-14 hrs*

*Legally, the Department of Transportation allows OTR drivers to drive up to a maximum of 11 hours per day, all of which must be completed within a 14-hour window.

Safe Driving Example:

Driver generated 0 coachable events today.

If Driver continues streak without any coachable events for the month or quarter (depending on company setting) AND meets minimum mileage threshold, he will receive a safety recognition badge.

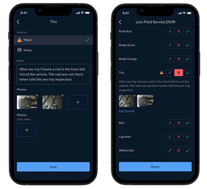
7 Post-Trip Inspection and Safety Performance Review — ~15-40 min

Lytx touchpoint

Inspect vehicle & trailer and fill out post-trip DVIR

- Driver walks around and inspects the vehicle, identifies any issues he sees, and documents them in DVIR
- Example: Nail in tire

See ELD User Journey for details →



Example: Logging a defect in post-trip DVIR

Lytx touchpoint

Review Recent Achievements in Driver App (if any)

- Receive Driver App notification of any recent Safe Driving Achievements
- Review Achievements in the Driver App

8 End of shift — ~10 min

Go Off-Duty on ELD app

Local

Drop off vehicle and return keys to office

Field Services

Drive work vehicle home

- Applicable for drivers who may need to start their workday from home or respond to emergency calls
- More common in utilities, HVAC, and plumbing

OR

Drop off vehicle at office or designated location

- More common in landscaping or construction, where vehicles may carry heavy equipment or materials that cannot be stored at driver's home

Highway

1. **Find a safe & legal parking spot**
2. **Check-in with dispatch**: Report their location and any updates on delivery schedule
3. **Make dinner / personal time**
4. **Sleep in truck's sleeper berth**

Truck sleeper berth

Research

Going On-Duty — View in Dovetail

"So when they [drivers] punch in, realistically, they should be signed on to their ELD and go on duty immediately."

– Chris Hadid, Driver Manager

Typical Coaching Session — View in Dovetail

"Well, first I would bring him in. He's going to know already that he's coming in to see a video. I'll have him look at it and ask him, you know, what did you do wrong? He's gonna know. He's probably gonna have a lot of explanations, you know, of what he's going through. And I would just let him know that if he needs to take more time off, he needs to take time off. But this is unacceptable that he could have killed somebody just by not looking ahead to 15 seconds."

– Don, Safety Supervisor

Daily Safety Debrief — View in Dovetail

"The manager will give us a little 5-minute thing that's mostly just about safety – talk about the 3 foot rule. We have a 3 foot rule that we don't want anything within 3 feet around the truck and we have to sign a little thing saying that we will always watch for that [...]. So he always reminds us of that every day. And then he reminds us to make sure we're doing our DVIR correctly, making sure we check everything, tires, etc. And then we have one major safety meeting a month that lasts about 20 minutes and he goes over a little more detail about some issues."

– Robert "Bob" Smith, Driver

Reviewing a Route — View in Dovetail

"We have little boxes over there where they have their paperwork, they'll get their folder with whatever their route name is. And then, you know, they'll check their paperwork and make sure everything's accurate and up to date. Like, okay, I should have these stops, I don't have these stops, this one's way out of the way. Raise any red flags, call me if need be, and then go about their day."

– Chris Hadid, Driver Manager

Pre-Trip DVIR — View in Dovetail

"Then they [the driver] will go to their truck, they have to open up the back door, they have to make sure they have the right freight, they have to make sure that their load is secure. They got to make sure that they have a pallet jack or a dolly, depending on what route they're doing. And then they'll go out to their cab, and that's when they'll do their pre-trip, you know, check your trailer, check your truck, check your brakes, any malfunctions, any defects, you put it in your DVIR and you go about starting your day for deliveries. Now in the event that there's something major, I have a night shift guy here, a night shift supervisor that'll swap them out of that truck."

– Chris Hadid, Driver Manager

Typical Inspection Time — View in Dovetail

"You could do a good inspection in 15 minutes. That's probably your average – 15 minutes doing an inspection."

– Chris Hadid, Driver Manager

Reluctance to Use Mobile App — View in Dovetail

"There's a mix of people using the app and people going into the website. We're still dealing with a driver force that is much older than the workforce in just about any other industry. So there's some hesitation there and there's some lack of knowledge. They're a little bit afraid of, or don't quite know how to use it [the Driver App]. So their solution is to avoid it. We've helped everybody along, but the idea has been to get them to watch their videos and learn from them. So we haven't been as concerned about pushing the app just because they watch it online."

– Chris Woody, Safety Manager

Positive Driver Feedback on In-Cab Alerts — View in Dovetail

"When the camera starts beeping, they're able to give themselves a four second cushion before they would trigger an event. And I've had several drivers give me positive feedback on how that's helped change their driving behaviors out there. That is a win."

– Jane Spurling, Safety Manager

Gaming the System — View in Dovetail

"Drivers have given us feedback – I know if I do the behavior under 60 seconds, I will not trigger a coaching event. So they know that they can do a text back to whoever or pick their phone up and put it down. They know that they can drive through a gate without a seatbelt on. And how that comes into play for us is we have a thing called a rough uneven event and we have thousands of them a day. And so that is where drivers have their phone in their hand and they were trying to beat that 60 second clock and the rough uneven event was taken and then they got captured with a phone in their hand. This kind of tells us the story of how many times they're doing that a day."

– Nichole Gizzi, Program Champion

Protocol for Defect — View in Dovetail

"We just go in the office and talk to the boss and say, Hey, you know, this is the issue that's happening. And then we just trade. We just charge the trucks out in our DB and our Samsara app to the truck that we get. Because we always have an extra truck or two if that type of thing happens that we know we can use."

– Robert "Bob" Smith, Driver

Positive Recognition — View in Dovetail

And he [the driver] said, you should see me right now. He said, I am smiling from ear to ear. He said, you just made my week. And I said, that is excellent. I said, and that's what my job is all about. I said, I am here to tell you that you did it right, and stayed safe. And we want to recognize that talent. And yeah, it made a difference. He called his terminal manager after that, who already knew that I was going to be calling him. And he was just thrilled, you know. [...] So it's really a great program. And it's getting a lot of positive feedback from drivers that are out there promoting their recognition. Other drivers are seeing that, and now they want some of that recognition. So, you know, it's a really good thing."

– Jane Spurling, Safety Manager

Key Metrics

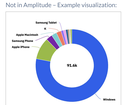
Known Data Points

- Avg. # of **events** per coaching session: **2.2**
- Avg. # of **behaviors** per coaching session: **1.6**
- Avg. # of **coaching sessions** per driver per month: **5.2**
- Most common time of day to coach: **Morning / Pre-trip**
- Most coached behaviors by **#** of coaching session w/ behavior:
  1. Following Distance: ≥ 1 sec to < 2 sec
  2. Following Distance: < 1 second
  3. Incomplete Stop
  4. Failed to Stop
  5. Posted Speed Violation

Unknown Data Points

- **Average time** spent on an individual coaching session: ?
- % of Coaching sessions completed on **different device types** (desktop vs. tablet vs. mobile): ?

Not in Amplitude – Example visualization:



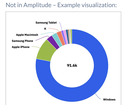
Known Data Points

See ELD User Journey for details →

Unknown Data Points

- Avg. **self-coaching cadence** for a self-coaching driver: ?
- Average **time** spent **reviewing an individual event**: ?
- Average **time** spent self-coaching events **in a single session**: ?
- Average **# or % of coachable events reviewed** in a session: ?
- **Most common time of day** to complete self-coaching tasks: ?
- **Average time to self-coach** once event becomes coachable: ?
- % of self-coaching completed on **different device types**: ?

Not in Amplitude – Example visualization:



Unknown Data Points

- Avg. **# of behaviors exhibited per driver per day**: ?

Known Data Points

See ELD User Journey for details →