

# ACRP 01-40

## Evaluating the Traveler's Perspective to Improve the Customer Experience

### TUTORIAL

Welcome to the **ACRP 01-40** multimedia experience. The following provides a guide on navigating the tool.

ICON	DESCRIPTION
	Click here at any point to return to the home screen
	Click on any journey point to view the traveler's perspective and recommendations to address their needs for that specific journey point.
	Displays the summary of sentiment risk factor for all traveler segments. This indicates the level of risk that a particular traveler segment will experience a negative sentiment at the respective journey point. For example, a high sentiment risk factor (red) indicates a high level of risk that a particular traveler segment will experience a negative experience at that point in the journey
<b>3.2.1</b>	The numbering for each recommendation corresponds to the recommendations in the ACRP 01-40 Guidebook for ease of reference.
	These icons display the unique traveler segment perspective for the entire journey. Only details of traveler segments with a medium to high risk have been presented at each journey point to identify the factors that may increase the risk of the traveler segment experiencing a negative sentiment and to offer accompanying recommendations.
	Sentiment risk factor bar used to measure the level of risk that a particular traveler segment will experience a negative sentiment at the respective journey point. Three basic colors designate high risk (red), medium risk (yellow) and low risk (green).
	Click on the icon to listen to or view a clip of the traveler's experience/desires.
	Click here to be directed to the ACRP 01-40 Guidebook.