

Phases

Registering

Reserving

Prepare to drive

Driving

Returning and parking

User's Actions

Open the App

Allow App to access location

Create user account

Upload personal information

Get confirmation

Watch user guidance

Check car information

Reserve the car

Go to pick up the car

Unlock the car

Check car's condition

Start the car

Set up navigation

Release the break

Step on accelerator/brake

Park the car

Leave the car

Get the invoice

Touchpoints (App/Car)



Clear guidance, know exactly what to do

Feel awkward to take selfie and upload it

Get the customer service immediately

Don't understand the content in Danish

Can check the power left

The car close to me is more expensive

Have enough time to get to the car

No confirmation after reserving

Super far and complicated to go to the car

The door opens by using my phone. Magic!

Clear guidance, know exactly what to do

Don't want to spend time to check

The car inside is wet

Worry about possible fine

Not clear how to report damage

Not clear how to use the car

Don't understand the guidance

Setting up takes so much time

The feeling is not what I used to

The feeling for driving is amazing

The car feels unsafe

I can't park outside the service zone

Not sure if I can just leave like that

Don't know how to lock the car

Feel relieved after get the invoice

Feel more expensive than expected

- User's Gains
- User's Pains
- User Data

Current location

Name
Age
Gender
Language
Email
Address
Phone number

Driving license
User selfie
Credit card information

Booking request

User destination

Car speed

Using time
Travel route