Customer journey map

Date	14 APRIL 2025
Team ID	SWTID1742640402
Project Name	MyRide
Maximum Marks	4 Marks

Passenger Journey

Stage	Actions	Pain Points	Opportunities
Awareness	Opens app, checks fares	Hidden surge pricing	Show upfront pricing
Booking	Selects pickup/destination	Long driver search time	AI-based instant matching
Ride	Tracks driver, communicates	GPS lag	Optimize WebSocket updates
Payment	Pays via UPI/card	Payment failure	Retry logic + multiple gateways
Post-Ride	Rates driver, saves receipt	Unclear fare breakdown	Email detailed invoice

Driver Journey

Stage	Actions	Pain Points	Improvements
Login	Signs in, sets availability	App crashes	Optimize for low-end devices
Accept Ride	Receives request, navigates	Poor route suggestions	Integrate Waze/Google Maps
Trip	Updates location, interacts	Passenger no-shows	Penalty system for cancellations
Earnings	Tracks profits, withdraws	High commission fees	Transparent fee structure