Mental model map

Decide to move Choose Blablacar			Before a ride							During a ride			After a ride			
					Search by the price post possible stops in the trip, the number of seats, possible features of the ride and the price							Cope together to some travel problmes (like environmental phenomena, car issues)				
Visit an event (Festival, exhibition) Go to a concert	The pick up/destination point is flexible	Talking with someone is a good way to fill the time in a long trip	Sharing a object (like reaching a common place) is a way to relationate with the other people and understand that everybody are the same (have the same problemms, fears) It's a solution more ecological than others It a better way to develop bonds (relations) between people		Search for specific "features" of the ride (like more space in the rear seats, boot room, fast approval)		Contact customer service if there are some				Try to fix any problems or misunderstandings if there are some Help them to load possible luggage on	Get to know each other Give/receive advices and tips	say goodbye to each other Unload possible	Give a score to the drive experience of the driver Give a score to the driver/passenger(s)	Replay at some "neutral" or negative feedbacks	Take part in community life (Social, Blog,) Write about it on the social media
	There are no strikes or delays problem (it's more reliable) It allows to reach a place quickly than			Download the app Register to the service	set an allarm on the plataform Search a ride on the platafrom	Compare specific "features" of the usrers, like "love animals", "talk sometimes", "smokes"	problems Pay for the mouth/weekly pass	Leave/found a me asking for more information	age Ask more information/agree on other possible issues	Load possible luggage on board	Arrive at the designated meeting spot	Share past experiences	Give back the possible rest		Read the own feedback from the other users	Talk about BlaBlaCar to Friends/Colleagues
Go to vork Visit a new city Visit friends Visit friends Something Go to work Visit again a city Move house Visit relatives Rail Station	it allows to share the costs of a trip It's more cheap than use other transportation service/means It allows to reach places with poor public transport coverage	in case of problems/dangers is far better travel with someone else	Sense of community centered around the service	Ask more information about the Service, Figure out how the service works	Post a Ride on the plataform	Compare the feedback on the different users on the plataform	Understand how the blablapass works	Contact/be conta phone and ask mo inforamtion on the	ted by Approve the ride	Control the car (has it enough fuel? is it all alright?)	Say hello	Talk to each others	pay driver/recive money from passenger(s)	Remeber the ride	Remeber the r <mark>ide</mark>	Talk about BlaBlaCar to parents/relatives
Business Leisure Move Visit trip trip house people Other	Convenience Economic Reasons Reasons	Personal Reasons	Ideological Reasons	First approach to the platform	Searching stage	Comparing stage	Buying the pass	Get in touch st	age Aproval stage	Before leave	Meeting with the other users	Travel together	After arrival	Give feedback	Receive feedback	Sharing Experiences
the advertiser some event, also under the holiday season they inform about some relevant things. they also inform of upcoming strikes The service structure itself support this			Registration service on the application	"Find a ride" service on the application	view user feedback and characteristics of the trip		chat between user the application	inside		Provide insurance if s	omethings go wrong	payment	Feedback session on the application	Feedback session on the application	Facebook page of blablacar	
	Blablacar choose the right import of the trip			Website				give driver's phone to possible passen								Feedback session on the platform.
Driver action/thoughts				mobile application Terms and conditions		OPPORTUNITY n.1			OPPORTUNITY n.2					OPPORTUNITY n.1		
Passenger action/thoughts Service and action of BlaBlaCar				Frequently Asked Que	estions (F.A.Q.)											

