

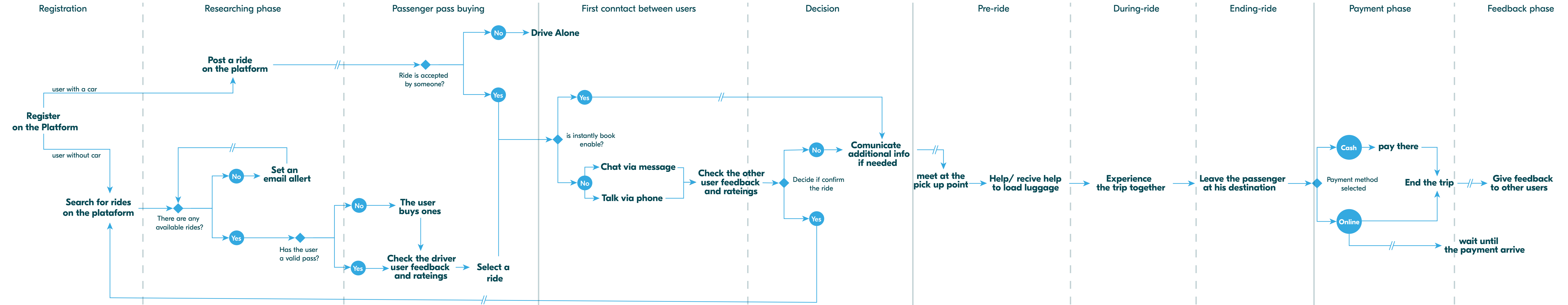
Ride search/post

Organization

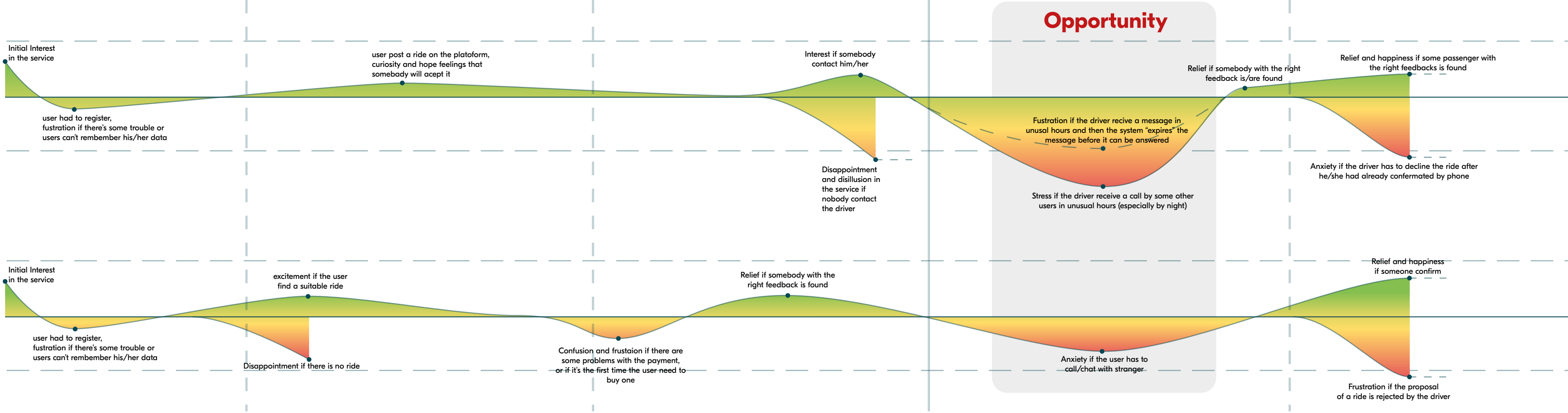
Ride

Post-ride

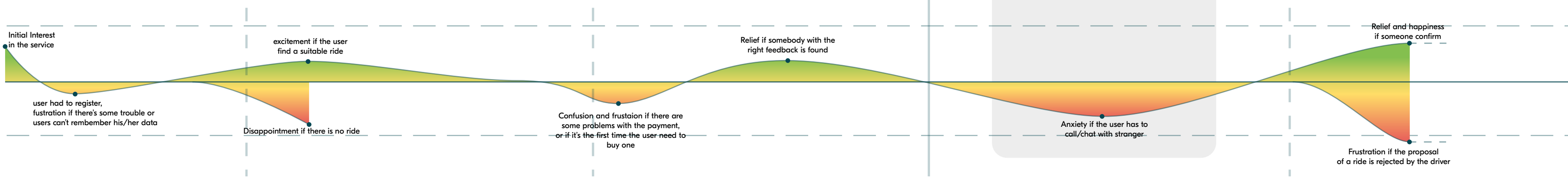
Actions Tree



Driver Emotions



Passenger Emotions



Regestration	Searching for a ride/passengers	Paying a pass to be able to contact the driver	contact the driver/be contacted by the passenger
Some user have troubles with the registration phase and have to contact the service by its facebook account profile.	Many users (both drivers and passengers, particularly in the southern part of Italy) can't find any rides or passengers.	Many users don't understand how (or why) they need to buy a pass for contact the driver; this happen because the service has changed its service condition recently, and this new condition are bad explained. Also many users do not want pay to contact a driver that maybe can't meet their needs, and doesn't know that there is a way to ask refund if a suitable ride is not found.	Some drivers have troubles if they receive a phone call by a possible passenger because they need to talk and give an answer to a stranger (also without knowing his/hers feedbacks score) in a small time span. This can be very difficult for some drivers, that prefer to chat with the possible passenger before share his/her telephone number. Also if this call occur in unusual hours (like by the night) could be very stressful to the driver. Another problem is that sometimes the passenger message "expire" before the driver had the chance to answer it (this happen often when two users have different time habits...)
Provide a more guided way to register and provide a better and faster customer service (like a chat based one).	Advertise the service particularly in those places.	Explain and show better the conditions and costs of the service. Create a faster way to ask for a refund if the pass will not be used.	One solution is to give the driver the possibility to be contacted only by chat, without sharing his/her telephone number before the ride is accepted by both users. The system could also show the hours that one user can be contacted, and remind the possible user to contact the driver only in that hours. Another solution is to give the driver the possibility to set a time span in which the possible passenger can not send message to the driver. or if the message is sent, it do not expire before this time span is started.

Pre-ride time	Ride time	Payment	Post-ride time
Some users had issues with the luggage/seat position and other problems. this problems were caused by some misunderstandings between the driver and the passenger in the concordation phase.	Some users found very unpleasant traveling companions.	Some users had problems giving the change.	Some users had recurrent problems with the payment system and had to contact via facebook the customer service. Some users have received false or incomplete feedbacks
Remind the users to clarify about some recurrent issues like the luggage size and the seat position. Provide a more specific feedback feature for this issues.	Provide a more detailed description based profile, in this way the users can have more detailed information about the other passenger/driver, in order to choose the better trip companion for their needs. Provide a more guided and comprehensive feedback to cope with these issues.	Remind the users about the cost of the ride and about the possibility to bring the right amount of money to pay.	Provide (and signal) a better and faster customer service (like a call center or a chat based one)