

<div> <div>ty</div> <div> <div>Car rental website</div> <div>Customer journey map</div> </div> </div> <div> <div>Main goal</div> <div>To evaluate the emotions and thoughts of the customer whilst they navigate the car rental booking process</div> </div>	Discovery	Select pick-up & drop-off location	Select dates	Choose vehicle	Choose extras	Booking summary	Comparison	Confirm booking
	<div> <div>Feeling</div> <div></div> </div>							
Thinking	<div> <div>Goal</div> <ul style="list-style-type: none"> Find a trustworthy car rental site. <div> <div>Behaviour</div> <ul style="list-style-type: none"> Get straight to the booking process to find the price. </div> <div> <div>Context</div> <ul style="list-style-type: none"> At home. May be comparing multiple rental sites. </div> <div> <div>Pains</div> <ul style="list-style-type: none"> Wants to get started quickly, impatiently. </div> <div> <div>Mental model</div> <ul style="list-style-type: none"> Wants the booking process to be front and centre of the website. </div> </div>	<div> <div>Goal</div> <ul style="list-style-type: none"> Find a convenient location. <div> <div>Behaviour</div> <ul style="list-style-type: none"> Searching for the airport name of where they are landing. </div> <div> <div>Context</div> <ul style="list-style-type: none"> May be booking for a country abroad Communicating with travel companion. </div> <div> <div>Pains</div> <ul style="list-style-type: none"> May be unfamiliar with the location they are picking up from. </div> <div> <div>Mental model</div> <ul style="list-style-type: none"> Prefer an intuitive map view. Expects suggestions when they begin typing. </div> </div>	<div> <div>Goal</div> <ul style="list-style-type: none"> Input pick-up & drop-off dates. <div> <div>Behaviour</div> <ul style="list-style-type: none"> Multitasking, checking dates and times of other parts of trip. </div> <div> <div>Context</div> <ul style="list-style-type: none"> May be checking multiple dates May have a specific pick-up/drop-off time in mind. </div> <div> <div>Pains</div> <ul style="list-style-type: none"> Wants to know the pick-up point open times. </div> <div> <div>Mental model</div> <ul style="list-style-type: none"> Wants a calendar view. Expects default date to be the current date. </div> </div>	<div> <div>Goal</div> <ul style="list-style-type: none"> Choose a safe, reliable & familiar vehicle. <div> <div>Behaviour</div> <ul style="list-style-type: none"> Will take time to find the correct vehicle for them. Enjoying this part of the process. </div> <div> <div>Context</div> <ul style="list-style-type: none"> Imagining driving each vehicle on their trip. Thinking about luggage, and passenger limits of vehicles. </div> <div> <div>Pains</div> <ul style="list-style-type: none"> Wants detailed information ont he vehicle. Wants to visually see the vehicle. </div> <div> <div>Mental model</div> <ul style="list-style-type: none"> Expects filters to narrow choice. </div> </div>	<div> <div>Goal</div> <ul style="list-style-type: none"> Get only their desired extras. <div> <div>Behaviour</div> <ul style="list-style-type: none"> Can get overwhelmed if presented with too many complicated options. May spontaneously add extras in the cart if they find value. </div> <div> <div>Context</div> <ul style="list-style-type: none"> Didn't think about all of these new options. May have a niche extra that they want. Losing patience with process. </div> <div> <div>Pains</div> <ul style="list-style-type: none"> Can feel as if there are hidden charges. </div> <div> <div>Mental model</div> <ul style="list-style-type: none"> Wants basic information to be presented. </div> </div>	<div> <div>Goal</div> <ul style="list-style-type: none"> See a price breakdown of their selection and a final unchanging price. <div> <div>Behaviour</div> <ul style="list-style-type: none"> Expecting added extras and hidden fees. </div> <div> <div>Context</div> <ul style="list-style-type: none"> Thoughts are only about the price of rental at this point. </div> <div> <div>Pains</div> <ul style="list-style-type: none"> Doesn't want any hidden extras to appear. </div> <div> <div>Mental model</div> <ul style="list-style-type: none"> Expects to find a full list of their location, time, vehicle & extras with a price for each displayed and a grand total. </div> </div>	<div> <div>Goal</div> <ul style="list-style-type: none"> Compare the price of their selection with other sites. <div> <div>Behaviour</div> <ul style="list-style-type: none"> Browses other sites to see if ththey can get cheaper. </div> <div> <div>Context</div> <ul style="list-style-type: none"> May be losing patience or running out of time. Debating with travel companion. </div> <div> <div>Pains</div> <ul style="list-style-type: none"> Time-staking process. </div> </div>	<div> <div>Goal</div> <ul style="list-style-type: none"> Confirm their booking. <div> <div>Behaviour</div> <ul style="list-style-type: none"> Starting to get excited for their trip. Thinking about next thing they need to book for their trip. </div> <div> <div>Context</div> <ul style="list-style-type: none"> Affirming decision with travel companion. </div> <div> <div>Pains</div> <ul style="list-style-type: none"> Expects a booking confirmation and doesn't want to have to write details down. </div> <div> <div>Mental model</div> <ul style="list-style-type: none"> Expects to be emailed a confirmation with all details. Expects a pop-up confirming their booking has/is being processed. </div> </div>
Interaction touchpoints	<ul style="list-style-type: none"> Site URL Meta description Location on search engine 	<ul style="list-style-type: none"> Map of locations Pick-up location selector Drop-off in a different location toggle Drop-off location selector Location extra details hover-over 	<ul style="list-style-type: none"> Date for pick-up calendar Time for pick-up selector Date for drop-off calendar Confirm selection button 	<ul style="list-style-type: none"> Filters Sorts Detailed vehicle view Next button Edit previous information 	<ul style="list-style-type: none"> Toggleable extras Detailed information for extras hover-over Price breakdown Next button Edit previous information 	<ul style="list-style-type: none"> Confirm booking Edit previous information 		<ul style="list-style-type: none"> Input payment information Input contact details Print booking confirmation Edit previous information
Opportunities	<ul style="list-style-type: none"> Stand out from the crowd with branding Get to top of search results 	<ul style="list-style-type: none"> If the user flows well through this section they are likely to proceed. People are more likely to interact with ads early in the process. 	<ul style="list-style-type: none"> If the user flows well through this section they are likely to proceed. 	<ul style="list-style-type: none"> We can upsell with strategic pricing & vehicle recommendations. We can suggest a luxury option. Vehicle previews of high quality and multiple views 	<ul style="list-style-type: none"> Add a variety of options We can sell additional extras if we use relatable terminology and descriptions. Show pricing per day and people won't do the math to figure out the total. 	<ul style="list-style-type: none"> Email users a booking confirmation. Provide users a link or email to return to this selection at a future time if they want to browse other sites. 	<ul style="list-style-type: none"> Send a nudge or reminder that they have an item in their basket. 	<ul style="list-style-type: none"> Give a detailed price breakdown to show there are no hidden fees.