Project Design Phase-Il Customer Journey Map

Date	17 April 2025
Team ID	SWTID1743955267
Project Title:	RideEase
Maximum Marks	4 Marks

Customer Journey Map

Q		RideEase: Customer	r Journey Map	(
AWARE	NESS	CONSIDERATION	BOOKING	RETENTION
ACTIONS	Searches for rides o search engines Sees social media ac Gets referrals from friends	Visits website, explores features Compares prices with competitors Checks ride options & coverage area Reads reviews & testimonials	Downloads app/registers account Enters destination & chooses ride Selects payment method Confirms booking	Completes ride Rates driver/experience Books repeat rides Subscribes to notifications
TOUCHPOINTS	Social redia Search Ads	Website eatures Price Comparison Reviews	Mo pp Booking Process Payment Gateway	Ride Experience Ratings & Feedback Email/Push Notification
EXPERIENCE/ EMOTIONS	Curious Interested	Comparing Hesitant	Excited Anticipating	Satisfied Loyal
PAIN POINTS	Unaware of service benefits Uncertain about reliability	Too many ride options Unclear pricing structure Worried about driver reliability Concerned about safety	Complex signup process Limited payment options Unclear waiting time estimates Difficulty in setting pick-up location	No loyalty benefits Inconsistent service quality Limited feedback options No personalized offers
SOLUTIONS	Targeted social med campaigns SEO optimization Referral programs	Simplified ride categories Transparent pricing calculator Driver ratings & safety features Clear comparison charts	Social/email sign-up options Multiple payment integrations Accurate ETA algorithm Map with precise location picker	Loyalty points program Regular driver training Detailed feedback system Personalized ride suggestion