User Journey Map of***Ridy, online taxi booking app***

Phase of the journey	Opening the App	Entering Pick-Up & Drop-off Location	Choosing a Service	Confirming the Booking	Waiting for a Driver to be found	Completing the trip	Rate driver
Actions What does the user do?	User opens the app and looks where he/she can open the destination.	User taps on the destination and pick-up input field and types in their desired address.	User browses through the available vehicle options and selects one.	User reviews the details of the booking and confirms it.	User waits for the app to find a driver and process the confirmation time of arrival.	User waits for the arrival to the destination point and then exits the trip toward the drop-off point.	The user rates driver.
Touchpoints What part of the product/service the user interacts with?	Map "where to?" Field	Pick-up and drop-off field	Taxi services	"Book now" CTA	Cancel ride button	Help menu Call/text driver button Ride safety button	Finishing/negative points button
Thoughts What is the user thinking? Gain Pain	Gain 1 Here is my current location on the map Pain 1 Why is the screen not showing my current drop-off point right on the map Pain 2 Where should I tap to start?	Gain 1 I can double check my exact location on map Pain 1 I need to view map first to see where my destination is in the map? I don't know where my destination is Pain 2 I don't know how to move the map	Gain 1 There are some services that I don't know so that I can choose from Pain 1 Why is the touch not responding? I pressed it but it still under a red hue. Pain 2 What happened to the RL button? I pressed it but it's driving my options the time	Pain 1 The button is not working what should I do ?	Pain 1 It's going to take a long time to find a regular but I still cannot ride and enter again	Pain 1 How long does it take the driver to reach my location? Pain 2 Where is contact support? I need to change my destination but I can't I can call the driver to get the there it? is it ok with me To know how much time I have left to reach to the destination road to check my destination is there or not before this to the car	Gain 1 Overall it is with positive and negative points about a ride Pain 1 Sometimes I don't want to be rushed with a driver ever again Pain 2 I wish I could get a good driver like the previous time
Feelings How is the user feeling?	Positive Negative						
Pain points What problems does the user encounter?	Confusion about where to find the set location pin on the map Slow loading time for the app	Repetitive address input while adding stop points in the among map	Very few number of vehicle choices Unavailability of preferred vehicle type The CTA is disabled by default before a service is choosen Unavailable services are hidden just not shown to the user at all	The user needs to select a services to be able to see the black hue button	Long wait times Uncertainty about when a driver will be assigned.	It's not possible to add destinations after booking the ride It's hard to find the contact support button as it's not very prominent and it's a bit late many We want doesn't know the timing for each stop of the trip	We want to find willing to be matched with a same drivers
Opportunities How can we improve the user's experience?	Clear and prominent placement of the "Where to" or destination" field Add loading time for the app Adding the ability to set location by tapping on map	Option to change the order of added drop points	The Ridy regular service can be selected by default to reduce the number of taps for creating a new ride confirmation option. Showing all services with availability indicator for each vehicle type.	The Ridy regular service can be selected by default to reduce the number of taps for creating a new ride confirmation option.	Real time updates on driver availability and estimated time of arrival. Option to track the assigned driver's location Give the user other options and show appropriate reasons to choose from when the system is unable to find a driver for the requested service.	option to edit destination or add a stop point after a driver was found placing the contact support option in the side menu and making it easy to search with the users interest should Showing the time it takes the driver to get the pick-up point and the time it takes to reach the destination to reach destination	option to add a driver to favorites list in case with positive experience for the possibility of being matched with the same drivers in future