Customer Journey Map of an Uber Customer

Customer Goal: To find transport to get to a destination quickly and effectively, other than driving their car.

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Key
- The journey of a **satisfied** Uber user / potential customer
- The journey of a **dissatisfied** Uber user / potential customer
- Stages in a typical Customer Journey

Experience Analysis Rating
- Promoters (NPS 9 – 10)
- Passives (NPS 7 – 8)
- Detractors (NPS 0 – 6)

An Uber Customer Journey

Start here

Research

Customer researches options to meet their goal.

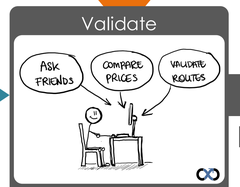
Going to keep on looking for other options

"Do I need to confirm my research about Uber?" — Moment of truth

Uber sounds good, but need to validate

Uber didn't provide me with the info I needed

No need to validate, ready to get onto Uber!

Validate


Customer validates their options further.

Need to continue to validate using Uber

"Is Uber right for me?" — Moment of truth

Looks like Uber meets my needs, let's give it a shot

Uber does not meet my needs

Commit

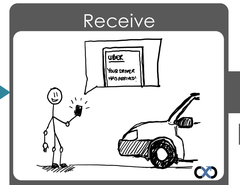
Customer decides to invest (e.g. time, money, etc.) in the product / service.

Poor experience, need to change my travel requirements

"Do I want to continue using Uber?" — Moment of truth

Keen to continue using Uber

Signing up and using it was a poor experience

Receive


Customer receives the product / service.

"Did the driver meet my expectations?" — Moment of truth

Let's see how the journey goes

Waiting for the service and then receiving it was poor

Use

Customer uses the product / service.

"Did the trip meet my expectations?" — Moment of truth

It did! I'm going to check out my travel and rating

The travel experience was poor

Monitor and Maintain

Customer monitors the performance of the product / service

"Will I use Uber again?" — Moment of truth

That was a good experience, ready to use it again!

The end to end experience was poor

Customer Objectives

#1 I need to research transport options
Success Criteria

Success Criteria	Expectation
Transport must be available when I need it (convenience)	Must have
It must be able to accommodate me and my friends (if applicable)	Must have
The transportation must be safe	Must have
I want different options in transportation (e.g. cheap vs luxury)	Could have

#2 I need a quick, safe and cost effective transport
Success Criteria

Success Criteria	Expectation
The transportation must take the most efficient route possible	Must have
I need to get to my destination in a set amount of time	Must have
It must cost less than driving my own car to the destination	Could have

#3 I want to contact someone from Uber
Success Criteria

Success Criteria	Expectation
Able to interact with someone from Uber to get more info quickly	Must have
Able to access a knowledge base (e.g. FAQ) before I contact someone	Must have

#4 I want to check out reviews on social media
Success Criteria

Success Criteria	Expectation
Able to get information on Uber from actual users	Must have
Able to get information on Uber from their drivers	Must have

#5 I want to easily set my travel criteria
Success Criteria

Success Criteria	Expectation
Ability to set my pick up location	Must have
Ability to select my destination	Must have
Ability to select the type of transport (e.g. small or large vehicle)	Could have
Ability to specify conditions for my route (e.g. avoid tolls)	Could have

#6 I want to easily finalise my booking
Success Criteria

Success Criteria	Expectation
Ability to select my payment method	Must have
Receive confirmation of my selection	Must have
Receive notification on expected time of arrival for my driver	Must have
Provide me with an estimate travel time (based on current traffic)	Could have

#7 I want to know the status of my driver
Success Criteria

Success Criteria	Expectation
Be able to track the location of my driver	Must have
Receive notification if my driver is close by (e.g. 5 minutes away)	Must have
I expect that the driver arrives on time	Must have
I want to be notified when my driver has arrived	Must have

#9 I want to have a positive engagement with my driver
Success Criteria

Success Criteria	Expectation
The driver is polite	Must have
The driver assisted me if I had heavy luggage	Must have
The driver informed me of any changes to my travel (e.g route, fare)	Must have

#10 I want to know if I am getting value for money
Success Criteria

Success Criteria	Expectation
The route taken will get me there on time	Must have
The route taken is the most cost effective	Must have
The journey got me there earlier	Could have
The fare was cheaper than the estimate	Could have

#11 I want to provide feedback on my experience
Success Criteria

Success Criteria	Expectation
Able to provide feedback on the driver	Must have
Able to provide feedback on the car quality	Must have
Able to provide feedback on the fare	Must have
Able to provide feedback on the route taken	Must have

#12 I want to manage my account
Success Criteria

Success Criteria	Expectation
Able to view all the trips that I have taken	Must have
Able to see all my payment transactions (e.g. history)	Must have
Able to change my details (contact details as well as payment details)	Must have
Able to print out travel logs (for business expenses)	Could have

Touchpoint Analysis

#1
Mobile App
Criteria Met: Must Have: 100% (3 out of 3); Could Have: 100% (1 out of 1)
Interaction breakdown
- Able to get all the information required on transport specs and options
- Able to see information about driver quality and safety

Uber Website
Criteria Met: Must Have: 100% (3 out of 3); Could Have: 100% (1 out of 1)
Interaction breakdown
- Able to get all the information required on transport specs and options
- Able to see information about driver quality and safety

#2
Mobile App
Criteria Met: Must Have: 100% (3 out of 3); Could Have: 0% (0 out of 1)
Interaction breakdown
- Although would've been useful if the app did the comparison between Uber and driving, it wasn't hard to calculate.

Uber Website
Criteria Met: Must Have: 0% (0 out of 3); Could Have: 0% (0 out of 1)
Interaction breakdown
- Was not able to get any of the information I needed as I had to use the mobile app.

#3
Mobile App
Criteria Met: Must Have: 40% (2 out of 5); Could Have: N/A
Interaction breakdown
- Not being able to contact someone (e.g. a phone number) was unexpected
- The knowledge base was a good resource

Uber Website
Criteria Met: Must Have: 40% (2 out of 5); Could Have: N/A
Interaction breakdown
- Not being able to contact someone (e.g. a phone number) was unexpected
- The knowledge base was a good resource

#4
Uber Facebook
Criteria Met: Must Have: 100% (3 out of 3); Could Have: N/A
Interaction breakdown
- A collection of feedback from users as well as drivers – interesting content and Uber seems to respond to the comments which is positive.

#5
Mobile App
Criteria Met: Must Have: 100% (3 out of 3); Could Have: 50% (1 out of 2)
Interaction breakdown
- Major plus where a pick up location can be precisely provided
- Although avoiding tolls can't be done via the app, it can be requested in car

Uber Website
Criteria Met: Must Have: 0% (0 out of 3); Could Have: 0% (0 out of 1)
Interaction breakdown
- Wasn't able to book a driver via the website, however this wasn't much of a deterrent as the mobile app was available.

#6
Mobile App
Criteria Met: Must Have: 100% (3 out of 3); Could Have: 0% (0 out of 1)
Interaction breakdown
- All mandatory must have features were available (and a relatively painless experience)

Uber Website
Criteria Met: Must Have: 0% (0 out of 3); Could Have: 0% (0 out of 1)
Interaction breakdown
- Wasn't able to book a driver via the website, however this wasn't much of a deterrent as the mobile app was available.

#7
Mobile App
Criteria Met: Must Have: 100% (3 out of 3); Could Have: N/A
Interaction breakdown
- Able to get all the information required on transport specs and options
- Able to see information about driver quality and safety

Uber Driver
Criteria Met: Must Have: 100% (1 out of 1); Could Have: N/A
Interaction breakdown
- Only one criteria was required to be met and it was as the driver arrived on time.

#9
Uber Driver
Criteria Met: Must Have: 100% (3 out of 3); Could Have: N/A
Interaction breakdown
- The driver was polite, helped with my luggage, provided me with a bottle of water, mints and informed me of traffic conditions.

#10
Uber Driver
Criteria Met: Must Have: 100% (3 out of 3); Could Have: 50% (1 out of 2)
Interaction breakdown
- The route picked was the most efficient, bypassed a lot of traffic
- Although the fare was a bit over, it was explained to me by the driver

#11
Mobile App
Criteria Met: Must Have: 100% (3 out of 3); Could Have: N/A
Interaction breakdown
- Able to provide feedback on the driver, the quality of the car and the journey
- Able to also view feedback on myself

Uber Facebook
Criteria Met: Must Have: 100% (3 out of 3); Could Have: N/A
Interaction breakdown
- Not as structured but due to this I was able to provide feedback on the journey
- Uber also has a chance to respond

#12
Mobile App
Criteria Met: Must Have: 100% (3 out of 3); Could Have: 0% (0 out of 1)
Interaction breakdown
- Able to view all my trips, details of my payment history and my feedback
- Was not able to save data as PDF or send to printer

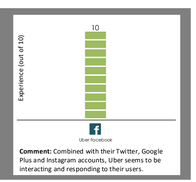
Uber Website
Criteria Met: Must Have: 100% (3 out of 3); Could Have: 100% (1 out of 1)
Interaction breakdown
- Able to view all my trips, details of my payment history and my feedback
- Able to save data as PDF or send to printer

Experience Analysis

Comment: Score would be higher if I didn't have to click so many times to get to the information I needed.

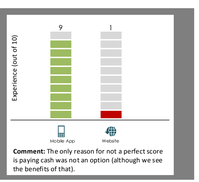
Comment: After signing up on the website, instead of a continued experience it forced me to go on the phone.

Comment: Not having the ability to contact someone (e.g. via phone, live chat or email) was disappointing. They do have a help center (self service).

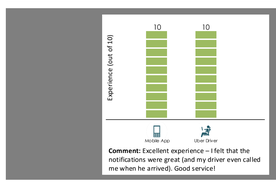


Comment: Combined with their Twitter, Google Plus and Instagram accounts, Uber seems to be interacting and responding to their users.

Comment: Score would be higher if I was able to set some conditions (e.g. use tolls if I was running late, or avoid tolls if I wasn't rushing).



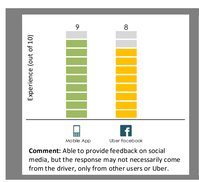
Comment: The only reason for not a perfect score is paying cash was not an option (although we see the benefits of that).



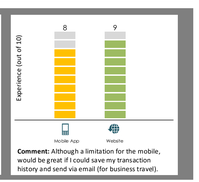
Comment: Excellent experience – I felt that the notifications were great (and my driver even called me when he arrived). Good service!

Comment: Great experience – the driver was polite and went above and beyond by having a phone charger and bottle of water.

Comment: Great experience with the driver – would recommend him to my friends! Although fare was more, he explained it and I was happy.



Comment: Able to provide feedback on social media, but the response may not necessarily come from the driver, only from other users or Uber.



Comment: Although a limitation for the mobile, would be great if I could save my transaction history and send via email (for business travel).

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