

	Awareness Stages	Consideration Stage	Booking Stage	Pre-Journey Stage	In-Journey Stage	Post-Journey Stage
Touchpoints	· Online Ads (Google, Social Media) · Word of Mouth/Referrals · Social Media Posts by Influencers	· Website/App Information Pages · Customer Reviews · Comparisons with Other Services	· Website/App Booking Interface · Customer Support (if needed)	· Email/SMS Notifications · In-App Updates · Real-Time Tracking	· In-Car Experience · Chauffeur Interaction · In-App Communication	· In-App Feedback Form · Email Follow-Up · Customer Support (if needed)
User Actions	· Sees an ad or hears about the service from a friend. · Visits the website or app to learn more about the service.	· Browses the platform for details on vehicles, pricing, and services. · Reads customer reviews and compares features with other services.	· Selects vehicle, chauffeur, and additional services. · Completes booking and receives confirmation.	· Receives notifications about chauffeur assignment and vehicle status. · Tracks the chauffeur’s arrival in real time.	· Enjoys the ride, potentially adjusts settings (e.g., temperature, music). · Communicates with the chauffeur if needed.	· Leaves a review or rates the service. · Receives a follow-up email thanking them and possibly offering a discount for future rides.
User Thoughts	· “Is this service really as premium as it claims?” · “What makes this different from other chauffeur services?”	· “Is this service worth the cost?” · “Can I trust this service to be reliable and professional?”	· “Is this process as easy as it should be?” · “Will my preferences be honored?”	· “Is my chauffeur on time?” · “Can I easily communicate any changes?”	· “Is this experience meeting my expectations?” · “Do I feel safe and comfortable?”	· “Was this experience worth repeating?” · “Would I recommend this service to others?”
Pain Points	· Lack of clear differentiation from competitors. · Uncertainty about the value proposition.	· Concerns about pricing transparency and service reliability. · Difficulty in finding detailed information quickly.	· Complicated booking process or unclear instructions. · Uncertainty about confirmation and next steps.	· Delays or lack of communication about the chauffeur’s status. · Difficulty in making last-minute changes.	· Lack of customization or uncomfortable in-car environment. · Poor communication or unprofessional behavior from the chauffeur.	· Lack of opportunity to provide feedback. · Feeling that feedback isn’t valued or acted upon.
Opportunities	· Highlight unique features and benefits prominently on the landing page. · Use testimonials and high-quality visuals to convey the premium experience.	· Provide clear, transparent pricing and service guarantees. · Offer comparison tools or feature highlights to show the platform’s advantages.	· Streamline the booking process with a clear, user-friendly interface. · Offer immediate confirmation with detailed booking information.	· Provide timely, accurate updates with real-time tracking. · Include easy options for communication or adjustments.	· Ensure chauffeurs are trained to provide top-tier service. · Offer in-car customization options via the app or directly with the chauffeur.	· Simplify the feedback process and acknowledge user input. · Use feedback to improve service and show users their opinions matter.