

Typology of Users (and potential users) of Taxis as a Tourist – mocked-up example for service design scenario evaluating a niche taxi service

Customer type	Who are they	Points of Pain	Expectations	Evaluation specific insights
Terry Taxi-Lover “Let me get in-get out and be done”	<ul style="list-style-type: none"> • Uses taxi's at 'home' • Tends to be affluent • Has 'business' expectations even when on holiday • Doesn't consider himself a 'tourist' considers himself a traveller • Repeat user 	<ul style="list-style-type: none"> • Inexperienced/Not knowledgeable driver • Lack of customer service (e.g. loading bags, being called Sir/Ma'am) 	<ul style="list-style-type: none"> • High threshold for things not working – will give leeway to bad experience and keep using service • Professionalism 	<ul style="list-style-type: none"> • Likely to provide feedback to concierge or other people • Feedback tends to be improvements
Percy Personal-Traveller “I want to control the journey”	<ul style="list-style-type: none"> • Very particular about controlling their surroundings • Articulate and private • Experienced at using taxis • Repeat user 	<ul style="list-style-type: none"> • No threshold for things not working 	<ul style="list-style-type: none"> • Convenience • Professionalism 	<ul style="list-style-type: none"> • Likes to provide opinion: direct to driver or by other means • Feedback tends to be criticisms
Ernie Experience-Tryer “I'll give it a go”	<ul style="list-style-type: none"> • Tends to be a solo traveller • If female seeks safety first, then cost • If male seeks cheapest options over anything else • Does things for the experience • One time user 	<ul style="list-style-type: none"> • Not feeling assured that transport option was the right decision 	<ul style="list-style-type: none"> • Cheap • Safe • Honest • Convenient • Knowledgeable 	<ul style="list-style-type: none"> • Feedback tends to be positive and constructive
Nelly Nervous-of-New “I'm not sure about this”	<ul style="list-style-type: none"> • Plans everything before they leave down to the most minute detail • Travels from sight to sight – in between bits (such as transport) are stressful • If successful will be repeat user with same driver 	<ul style="list-style-type: none"> • Panics if everything doesn't go as it 'should' • Constant fear of being ripped off 	<ul style="list-style-type: none"> • Make it as easy as possible for me to make the decision to use the taxi • Assurance 	<ul style="list-style-type: none"> • If offered, feels obligated to provide feedback • If a good experience wants to provide feedback • If bad experience just wants to get out.
Norman Not-a-Tourist “I like that they won't rip me off”	<ul style="list-style-type: none"> • City local • Uses the service because of the trust and direct route promise 	<ul style="list-style-type: none"> • Pretending to be a tourist 	<ul style="list-style-type: none"> • Direct route 	<ul style="list-style-type: none"> • Feedback perspective is not from tourist but could contribute to annual civic pride campaign
Owen Owner/Driver “I'm as important to my business as the car is”	<ul style="list-style-type: none"> • Owns their taxi • 30% are locals (lived in city for 5+ years) • 60% from outside of city • 10% from another country 	<ul style="list-style-type: none"> • obnoxious or impatient customers • doesn't get to see any feedback • doesn't get to provide feedback 	<ul style="list-style-type: none"> • People want to hear about the city and Owen wants to share 	<ul style="list-style-type: none"> • Sees feedback as validation of quality – wants to see results
Deanna Driver “Driving cabs is just a job”	<ul style="list-style-type: none"> • Employed to drive – has no stake in the business • Works on commission 	<ul style="list-style-type: none"> • No incentive to perform for TaxSee customers • Getting the feedback is a pain because it takes time and doesn't think anyone does it 	<ul style="list-style-type: none"> • Tips 	<ul style="list-style-type: none"> • Seeing results or incentivising gathering and encourage