

## IBM Project

CUSTOMER JOURNEY MAP

## Machine Learning-Based Predictive Analytics For Aircraft Engine

SCENARIO  Browsing, booking, attending, and rating a local city tour	Entice  How does someone initially become aware of this process?	Enter  What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Looking for hardware parts of aircraft engine  Most agencies discover when searching for engine spare parts  Visit website  Visit website  Provide the needed data  Customer enters the required sensor data	Gain knowledge  Actional Insights required Aircraft Failure's  With the help of the sensor data the customer can gain knowledge of the threshold value	Working principle  Agencies check whether the engine is working or not	Leave the website  After the sensor data are obtained, the customer will be satisfed	Personalized recommendation  After experiencing our user friendly website the customer can share information with their colleagues
Interactions What interactions do they have at each step along the way?  People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Search for the spare parts are in the respective website  Customer would use the sensor data  Spare parts are in the respective website			Interaction with the user	Recommendation span across the website
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me to find websites for engine spare parts  Help me to get the needed inputs for the agency	Helps to get the threshold value	Helps to find the working of engine	Help to leave the website with good feelings and satisfaction	Help me to suggest others to make use of the website
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is productive for the customer to fnd the engine spare parts  It excites the customer when they get the needed inputs	It is productive to get the threshold value	It is productive to fnd whether the engine is in good condition	Customer while leaving the website feel delighted	We think customers like these recommendation because they are satisfied
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Information  overload might be frustrating  The website interface might become confusing	It is frustrating to enter the sensor data	It is frustrating to know that the engine is not working		
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Could we get a message when the required sensor data are present	Can the sensor data automatically upload with the model chosen		Can we get the history of sensors	How might we know that the customers feel good and satisfed?