



Machine Learning based Vehicle Performance Analyzer

Customer experience journey map



Document an existing experience

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?	<div>1. Create Performance analyzer app</div> <div>2. Download the application</div> <div>3. Analyze and compare different vehicles.</div> <div>4. Give inputs on your car's performance.</div>	<div>Get a chance to look at the variety of vehicles and performance metrics</div>	<div>2 cars are compared based on different performance metrics.</div>	<div>User will have clear mind on their choice after detailed analysis.</div>	<div>User can go and purchase the car and can give feedback on the car.</div>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	<div>Vehicle Recommendations based on comparison</div> <div>Talk with Mentor for an extra opinion</div> <div>App shows the reviews and feedbacks of vehicles by other users.</div>	<div>Users are helped throughout the process by mentor as well as UI.</div>	<div>Get ideas from different people on car models</div> <div>Compare the performance metrics of the models</div>	<div>Telling their friends and other people about the application</div>	<div>Telling their friends and other people about the application</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Primary goal is to analyze and display Performance Details</div>	<div>Upon final decision and purchase of car, User can give feedback.</div>	<div>Get the best affordable vehicle according the Individual requirement</div>	<div>Purchasing the best car according to their own requirement and spending optimum money</div>	<div>Purchasing the best car according to their own requirement and spending optimum money</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Compare performance metrics of different vehicles</div>	<div>Better decision making on choosing vehicles according to their own needs</div>	<div>Satisfaction of Comparing the vehicles</div> <div>Saving time and money by spending optimum cost for the product</div>	<div>Satisfaction of Choosing the vehicles</div>	<div>Satisfaction of Choosing the vehicles</div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>These metrics are subjected to changes depending on a lot of factors</div>	<div>Cost factor may change with external factors</div>	<div>Cost factor may change with external factors</div>	<div>Concern of the future of the manufacturer as the spare parts are needed in case of repair</div>	<div>Concern of the future of the manufacturer as the spare parts are needed in case of repair</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Update the metrics and vehicles regularly</div> <div>Try to predict the on-road performance of the vehicles</div>	<div>Customers expect more database so that comparison can be done better</div>	<div>Customers expect more database so that comparison can be done better</div>	<div>Customers expect more database so that comparison can be done better</div> <div>Update the metrics and vehicles regularly</div>	<div>Customers expect more database so that comparison can be done better</div>