

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

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Team ID	PNT2022TMID15686
Project Name	Machine Learning based Vehicle Performance Analyzer

Template

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to this experience, move each these "How Do You Feel or Hope" responses on the scenario you are documenting.

Scenario Browsing, booking, attending, and riding 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 experience, in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>User enters webpage ad</div> <div>Webpage shows car details</div> <div>Webpage's look</div> <div>Relevant car details</div>	<div>Homepage Overview</div> <div>First tour list</div> <div>Customer's tour</div> <div>Search user's results</div>	<div>Customer Search view</div> <div>Enter entering car details</div> <div>Product View</div> <div>expanding map</div> <div>beginning tour in website</div> <div>finishing first view in tour</div>	<div>User clicks to purchase ticket</div> <div>Product View</div> <div>get a tour ticket</div> <div>user receives tour map</div>	<div>Exit the webpage</div> <div>Get tour Guide</div> <div>Get tour and enter tour</div> <div>Start to the trip</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div> <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>	<div>Customer</div> <div>map with high website</div> <div>user enter with product website</div>	<div>enter</div> <div>Overview</div>	<div>Customer</div> <div>exp. enter in website</div> <div>car details</div>	<div>Customer</div> <div>finishing view in site</div> <div>Product View</div>	<div>enter</div> <div>to start tour</div> <div>Detail</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("I hope me," or "I hope into event...")</div>	<div>Discovering Details</div> <div>Discovering Details</div>	<div>Others' language</div>	<div>Get car details in the website</div>	<div>get the tour ticket and the website view</div>	<div>Customer is getting and enter at start tour</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering website</div> <div>Discovering</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div>