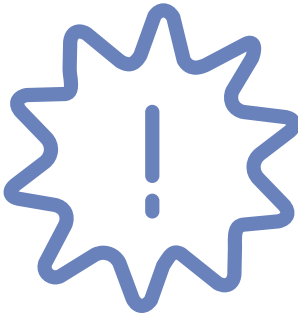


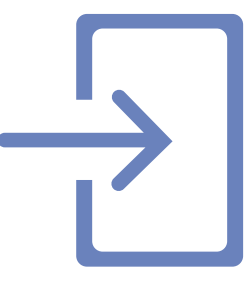
SCENARIO

Trip Based Modeling of Fuel Consumption in Modern Fleet Vehicles Using Machine Learning



## Entice

How does someone initially become aware of this process?



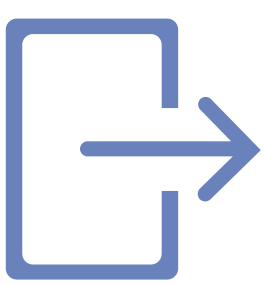
## Enter

What do people experience as they begin the process?



## Engage

In the core moments in the process, what happens?



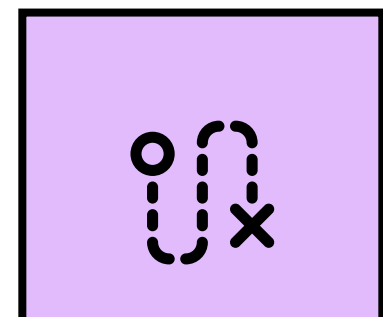
## Exit

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 at other viable solutions	Visit website	Word of mouth	Marketing	Looking for a way to improve fuel economy	Obtain access to webapp	Complete payment information	Confirm payment	Email confirmation	Click on the link to webapp	Provide the details necessary	Choose appropriate settings	Note the predicted value	Close the webapp	Check to see if the result if accurate	Ask them for a review at a later date	Remind them of our solution once in a while if they are inactive
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### Interactions

What interactions do they have at each step along the way?

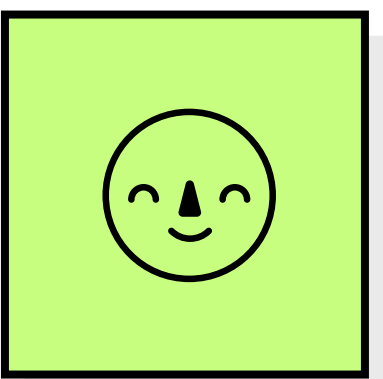
Forums and blogs	Mobile phones and PCs	Websites			Website with details about our solution	Customer's email (software like Gmail)			Direct interaction with webapp	Different tabs in the webapp		Viewing report page in webapp	Comparison page in webapp	Writes a review in a forum/blog	Past results page in webapp	Revisit the webapp	Customer's email (software like Gmail)
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### Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

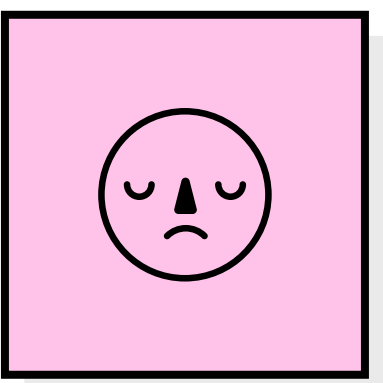
Help me find fuel economy	Help me find the most efficient type of vehicle	Help me avoid doubting employees of fraudulent activites	Help me see what the solution can offer		Help me to choose your solution	Help me get through this registration phase without too much hassle	Help me feel confident and tell me what to do next		Help me feel confident that the solution will be accurate	Help me feel good about my decision to choose this solution	Help me with the prediction process	Help me feel relieved that fraudulent activities are prevented	Help me feel confident that the best fuel economy has been found		Help me see past results	Help me compare the past results
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### Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

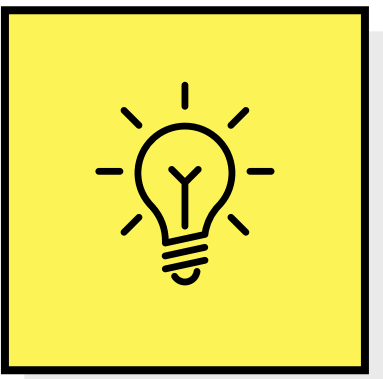
It's fun to look at all feasible options	It's reassuring to red reviews written by past users				Excited about the solution	Registration process is simple			The prediction process is simple and easy	The results are highly accurate		Users generally feel relieved and confident after using the solution			Users can find the best vehicle, fuel type, etc. by comparisons
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### Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People are afraid to commit to a new and untested solution	People may be overloaded with information				Users will be worried about whether the solution will be "worth it"				People may face difficulties if they have poor network coverage	Sometimes users are unclear about the next step		Users maybe unclear about what to do after viewing results	Users feel leaving a review is a difficult process		
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### Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Provide a simple description about our solution to prevent overload					Provide past user testimonies to make the users feel at ease				Make the process very intuitive and easy to understand			Make the results easily readable	Provide different representations of the result	Provide proper tutorials on each step of the process	Provide a report of the result to the user via mail or any other method of communication
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