

## Machine Learning based Vehicle Performance

Analyzer Customer experience journey map

Created in partnership with

Product School

Document an existing experience

**SCENARIO** Browsing, booking, attending, and rating a local city tour

Steps

What does the person (or group)

What interactions do they have at

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

each step along the way?

Places: Where are they?

At each step, what is a person's

("Help me..." or "Help me avoid...")

primary goal or motivation?

typically experience?

Interactions

**Entice** How does someone initially become aware of this process?

1. Create

Performance

analyzer app

Vehicle

Recommendations

based on

comparison

3. Analyze and compare

**Talk with Mentor** 

for an extra

opinion

Primary goal is to

analyze and

Performance Details

Compare

performance

metrics of different

These metrics are

subjected to

changes depending

on a lot of factors

vehicles

2. Download the

App shows the reviews and

feedbacks of vehicles

by other users.

4. Give inputs on your car's performance.

**Enter** 

What do people

experience as they

begin the process?

Get a chance to look at the variety of vehicles and performance metrics

Users are helped

throughout the

process by mentor

as well as UI.

Upon final decision

and purchase of

car, User can give

feedback.

**Better decision** 

making on choosing

vehicles according

to their own needs

Cost factor may

change with

external factors

Get ideas from different people

on car models

comparing the

vehicles

Engage

happens?

In the core moments

in the process, what

Compare the performance metrics of the models

Saving time and

money by spending

optimum cost for

the product

**Get the best** 

affordable vehicle

according the

indivual requirement

2 cars are compared

based on different

performance

metrics.

**Exit** 

What do people

typically experience

as the process finishes?

User will have clear

mind on their

choice after

detailed analysis.

Purchasing the best car

according to their own

requirement and

spending optimum

money

Satisfaction of

choosing the

vehicles

**Telling their friends** and other people about the application

Purchasing the best car according to their own requirement and spending optimum

**Extend** 

What happens after the

User can go and

purchase the car

and can give

feedback on the car.

**Telling their friends** 

and other people

about the

application

Satisfaction of

choosing the

vehicles

Concern of the future

the spare parts are

needed in case of

of the manufacturer as

experience is over?

**Positive moments** 

Goals & motivations

At each step, what is a perso

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

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

> Areas of opportunity Update the metrics and vehicles regularly

Try to predict the on-road

Customers expect

change with

Cost factor may external factors Concern of the future of the manufacturer as the spare parts are

Update the metrics and

Share template feedback

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

performance of the vehicles

more database so that comparison can be done better Customers expect more database so that comparison can be done better that comparison can be done better

Customers expect more database so that comparison can be done better