Document an existing experience

Machine Learning based Vehicle Performance Analyzer

Customer experience journey map

Created in partnership with

Share template feedback

SCENARIO

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

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	1. Create a Vehicle Performance analyzer app 2. Install the application 3. Analyze and compare different vehicles. 4. Give inputs of your car's performance.	Take a look at the various vehicles and performance metrics.	Two vehicles are compared using various performance metrics.	After careful consideration, the user will be able to make an informed	The consumer can go buy the car and provide feedback on it.
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?	Comparison-based vehicle recommendations Consult Mentor for a second opinion. The app displays other users' vehicle reviews and feedback.	Mentors and user interfaces assist users throughout the process.	Collect car model ideas from various people. Examine the models' performance metrics	Telling their friends and others about the application	Telling their friends and others about the application
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	The primary objective is to analyse and display Performance Details.	User can provide feedback after making a final decision and purchasing a car.	Get the most affordable vehicle that meets your needs.	Buying the best car for their needs while spending the least amount of money	Purchasing the best car for their needs and spending the least amount of money
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Compare the performance metrics of various vehicles.	Better vehicle selection decisions based on their own requirements	Saving time and money by paying the lowest possible price for the product. Vehicle Comparison Satisfaction	Vehicle selection satisfaction	Vehicle selection satisfaction
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	These metrics are subject to change depending on a variety of factors.	The cost factor may change as a result of external factors.	The cost factor may change as a result of external factors.	Concern for future to the manufacturer because spare parts are needed in the event of repair	Concern for future to the manufacturer because spare parts are needed in the event of repair
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Regularly update the metrics and vehicles Attempt to Predict the vehicle's on-road performance.	Customers expect more data so that comparisons can be done more effectively. Can be Improved always	Customers expect more data so that comparisons can be done more effectively	Customers expect more data so that comparisons can be done more effectively Regularly update the metrics and vehicles	Customers expect more database so that comparison can be done better