

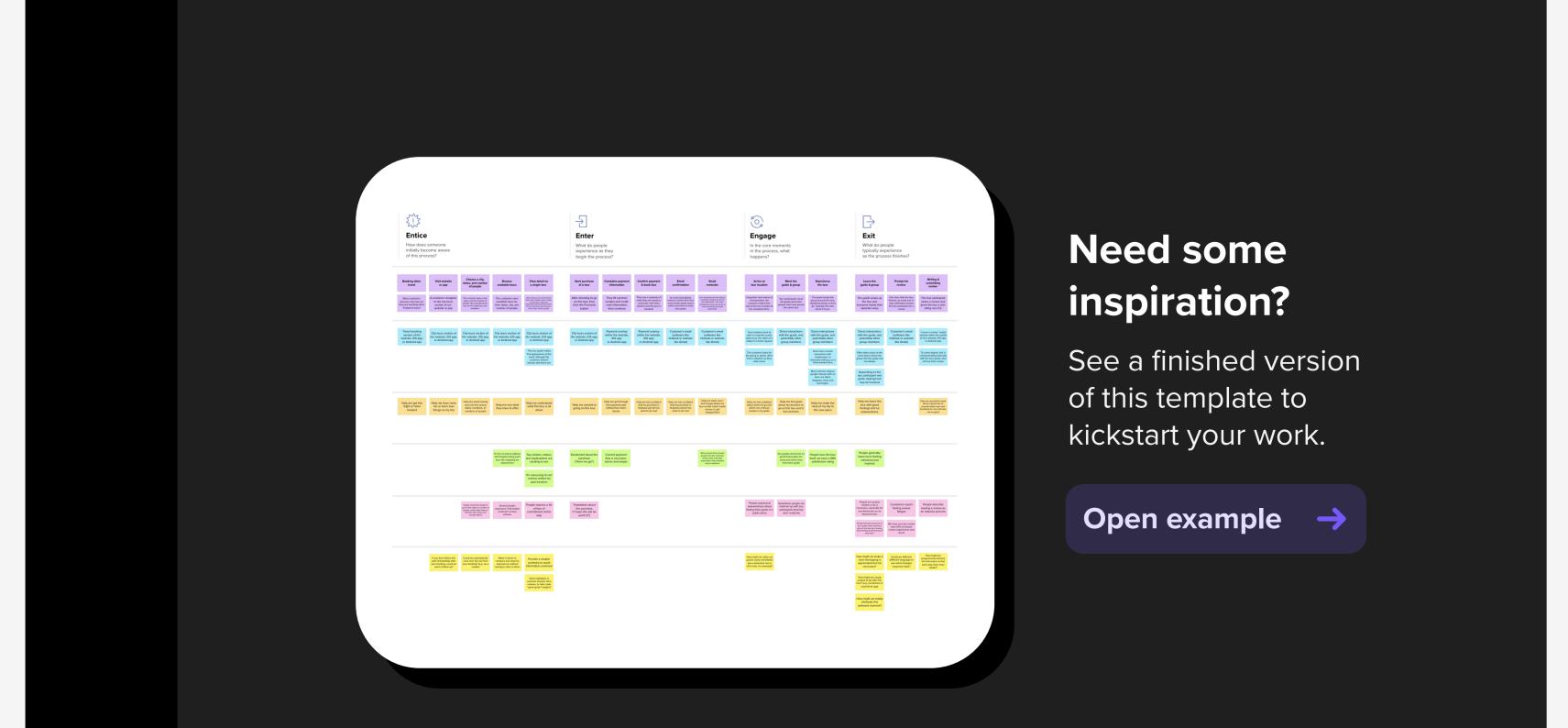
Customer experience Journey map

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

Created in partnership with

Product School

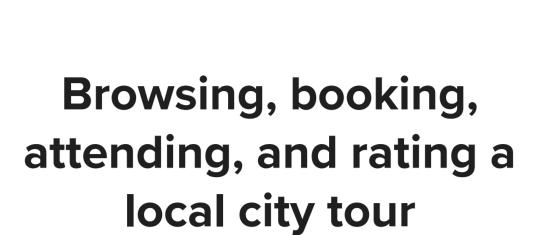
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Document an existing experience

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.



Steps

SCENARIO

Entice

How does someone initially become aware of this process?

Customer can know

about their fuel

consumption

Need to build a

system that would

save the customer's

data.

To prevent maximum

usage of fuel



Using this customer

can know about their

vehicles fuel usage of

a particular trip.

To prevent lose of

customer

credentials and

money

Report the website

Enter

What do people

experience as they

begin the process?

Enter the website

Enter the URL in

search engine that is

to be detected

Used by working

employees,

Businessmen,

common people etc

if it detects it is a Fuel Consumption

They can see a search

engine, usage tracker,

report

option.



Engage

In the core moments in the process, what

> The entered URL splited and checked for previously

> > At the end, the result is shown to the user

As you add steps to the

"Five Es" the left or right

experience, move each these



The entered URL

detected using

certain algorithms.

What do people typically experience as the process finishes?

When the user gets

result of the fuel consumption the process gets

completed as the site

detected

this is a we

can be

To kow the

against unknow

legitima

acce

At the end

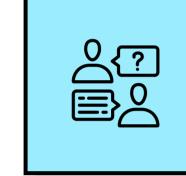
consu

the site is

Extend

What happens after the

experience is over?



Interactions

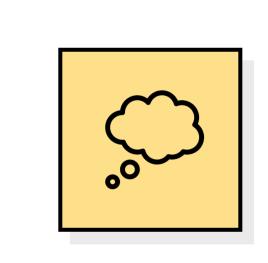
What interactions do they have at each step along the way?

People: Who do they see or talk to?

What does the person (or group)

typically experience?

- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



Goals & motivations

Positive moments

What steps does a typical person

motivating, delightful, or exciting?

find enjoyable, productive, fun,

Negative moments

costly, or time-consuming?

Areas of opportunity

How might we make each step

better? What ideas do we have?

What have others suggested?

What steps does a typical person

find frustrating, confusing, angering,

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") To prevent the fuel consumption of customer usage

.When the detected

website provides required

Info and customer

doesn't need any

information

When the internet

connection is

Lost the

detection wont work.

Detecting all the

Areas of usage and

websites using this

model

To off the vehicle that prevent the wastage of fuel while it is in idle condition

To reduce the loss privacy data and loss of

> You already know is a fuel tracking site

> > You guessed it

It is being a manual process and the users cannot verify for all the

that he visits

Identify the usage of trucks bysites

this is a website, so can be easily accesible

To know the website is legitimate or not

Detects the malicious trucks by simply using

Searching of deleted websites.

trucks which consumed fue

detected malicious When the process completes, result displayed.

> Getting clarifed about the doubtful about vehicle

Satisfed on knowing that the how vehicle consumed fuel

when the detected is consumed more fuel the user already

detriment not been

Applying ML techniques in the proposed approach in order to analyze the real time URLs and produce effective result

a new vehicle