












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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		<div>Date03 October 2022</div> <div>Team IDPNT2022TMID18784</div> <div>Project NameProject - Trip Based Modeling of Fuel Consumption in Modern FleetVehicles Using Machine Learning</div> <div>Maximum Marks</div>			
<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>The user encounters the problem. Then he/she searches for the solution.</div><div>The user then realises that the result can be predicted.</div></div>	<div><div>Starts exploring the solution</div><div>User identifies the solution</div></div>	<div><div>Starts using the prediction model</div><div>Provides the required data</div><div>Runs the model</div><div>Obtains the predicted result</div></div>	<div><div>Compares the predicted result with actual result</div></div>	<div><div>User tries to use it in different cases</div><div>Adapts the solution to his/her own infrastructure</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>Social media, blogs, workplace</div><div>User interacts with colleagues, family members</div></div>	<div><div>Discuss with the people who have knowledge about it</div></div>	<div><div>Asks how to use the model</div><div>Interacts with the user interface</div><div>Interacts online through support channels</div></div>	<div><div>Uses the model to get output in different forms</div></div>	<div><div>Suggest the model to others</div><div>Chats with colleagues about the model's usage</div></div>
<div><div></div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Find out whether the solution exists or not</div></div>	<div><div>To know more about the solution</div><div>Find out the positives and negatives of the solution</div></div>	<div><div>To identify the type of input needs to be given to the model</div><div>To learn the working of the model</div><div>Solve the problem by using the prediction model</div></div>	<div><div>Check for the Accuracy of the model</div></div>	<div><div>To increase the productivity</div><div>Manage the expenses</div></div>
<div><div></div><div>Experience</div><div>What does the user experience at each step ?</div></div>	<div><div>Approaches new people</div><div>Searches through various medium</div></div>	<div><div>Gets a good exposure about solution</div></div>	<div><div>Handle the data efficiently</div><div>Knows about the technical aspects(for eg: Usage of ML technology)</div><div>Better experience with running of model</div></div>	<div><div>Knows that the predicted results are not always same as the actual one</div><div>How to adapt the model in real-time scenarios</div></div>	<div><div>To manage the expenditure of fleets</div><div>Overcome problem regarding fleet management</div></div>