## User journey Vehicle Performance Analysis.

Phases	Fuel economy and emissions .	Thermal energy		Driving dynamics and
High-level steps your user needs to accomplish from start to finish	emissions.	Thermal energy management.	Integrated safety test.	Durability test.
2 Steps	While eco-friendly	Our durability  engineering solutions	The NVH and acoustic performance of a	Driving dynamics is one of the main
	vehicle concepts are	engineering solutions assist you in acquiring	vehicle strongly	characteristics to
Detailed actions your user has to	strategic for OEMs and suppliers, drivers	and analyzing road load data to set realistic	impacts the driving	define the perceived quality of a car. It is all
perform	are still expecting	data to set realistic  durability targets and	experience and hence the perception of	quality of a car. It is all about comfort,
	driving pleasure to be	virtually validate strength	quality.	performance, safety, and driving pleasure.
	present.	and durability  performance.		
5 Ecolines			Digital can support dealers	
3 Feelings	The right incentives		Digital can support dealers and manufacturers	The handover itself should be aligned with the
3 Feelings	The right incentives and use of digital		Digital can support dealers and manufacturers by making general information as well as all	The handover itself should be aligned with the customer's personal
What your user might be thinking and	The right incentives		Digital can support dealers and manufacturers by making general information as well as all contract and legal	The handover itself should be aligned with the customer's personal preferences – from an eventstyle handover at the
Mhatwalk na skuight ha thighing a and	The right incentives and use of digital		Digital can support dealers and manufacturers by making general information as well as all contract and legal documents available in an easily	The handover itself should be aligned with the customer's personal preferences – from an eventstyle handover at the factory to having the car
What your user might be thinking and eeling at the moment	The right incentives and use of digital		by making general information as well as all contract and legal	The handover itself should be aligned with the customer's personal preferences – from an eventstyle handover at the factory to having the car delivered to the place of work.
What your user might be thinking and eeling at the moment	The right incentives and use of digital		by making general information as well as all contract and legal	The handover itself should be aligned with the customer's personal preferences – from an eventstyle handover at the factory to having the car delivered to the place of work.
What your user might be thinking and eeling at the moment	The right incentives and use of digital tools for sales associates can support this process.		by making general information as well as all contract and legal documents available in an easily understandable and convenient manner	The handover itself should be aligned with the customer's personal preferences – from an eventstyle handover at the factory to having the car delivered to the place of work.
What your user might be thinking and eeling at the moment	The right incentives and use of digital tools for sales associates can support this process.	Customers can be reassured and made to feel appreciated by receiving personalized appointment confirmations or information material online or by phone, always depending on individual preferences and the type of car concerned.	by making general information as well as all contract and legal documents available in an easily understandable and convenient manner	The handover itself should be aligned with the customer's personal preferences – from an eventstyle handover at the factory to having the car delivered to the place of work.
What your user might be thinking and eeling at the moment	The right incentives and use of digital tools for sales associates can support this process.  Customers are not yet able to see	Customers can be reassured and made to feel appreciated by receiving personalized appointment confirmations or information material online or by phone, always depending on individual preferences and the type of car concerned.  Apart from the unsatisfactory feeling	by making general information as well as all contract and legal documents available in an easily understandable and convenient manner  Appreciation of the customer after the sale is	The handover itself should be aligned with the customer's personal preferences – from an eventstyle handover at the factory to having the car delivered to the place of work.  Maintenance
What your user might be thinking and eeling at the moment	The right incentives and use of digital tools for sales associates can support this process.  Customers are not yet able to see the positive outcome	Customers can be reassured and made to feel appreciated by receiving personalized appointment confirmations or information material online or by phone, always depending on individual preferences and the type of car concerned.  Apart from the unsatisfactory feeling of uncertainty,	by making general information as well as all contract and legal documents available in an easily understandable and convenient manner  Appreciation of the customer after the sale is often	and generic
What your user might be thinking and eeling at the moment	The right incentives and use of digital tools for sales associates can support this process.  Customers are not yet able to see the positive outcome and miss the immediate and	Customers can be reassured and made to feel appreciated by receiving personalized appointment confirmations or information material online or by phone, always depending on individual preferences and the type of car concerned.  Apart from the unsatisfactory feeling of uncertainty, some customers may	by making general information as well as all contract and legal documents available in an easily understandable and convenient manner  Appreciation of the customer after the sale is often perceived as low, manifested for example by	and generic newsletters
What your user might be thinking and celing at the moment	The right incentives and use of digital tools for sales associates can support this process.  Customers are not yet able to see the positive outcome and miss the immediate	Customers can be reassured and made to feel appreciated by receiving personalized appointment confirmations or information material online or by phone, always depending on individual preferences and the type of car concerned.  Apart from the unsatisfactory feeling of uncertainty,	by making general information as well as all contract and legal documents available in an easily understandable and convenient manner  Appreciation of the customer after the sale is often	and generic