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| **Template** | **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.  Created in partnership with    [**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co) |  | | | | | |
| **SCENARIO**  **Browsing, booking, attending, and rating a local city tour** | **Entice**  How does someone initially become aware of this process? | **Enter**  What do people experience as they begin the process? | **Engage**  In the core moments in the process, what happens? | **Exit**  What do people typically experience  as the process finishes? | **Extend**  What happens after the experience is over? |
| **Steps**  What does the person (or group) typically experience? | The user encounters The user then the problem. Then realises that the he/she searches for result can be  the solution. predicted. | Starts exploring User identifies the  the solution solution | Starts using the Provides the Runs the model Obtains the prediction model required data predicted result | Compares the predicted result with actual result | User tries to use it  in different cases Adapts the solution to his/her own infrastructure |
| **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? | Social media, blogs, workplace  User interacts with colleagues, family members | Discuss with the people who have knowledge about it | Asks how to use the model  Interacts with the  user interface Interacts online through support  channels | Uses the model to get output in different forms | Suggest the model Chats with  to others colleagues about the model's usage |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | Find out whether the solution exists or not | To know more about the solution  Find out the positives and negatives of the solution | To identify the Solve the problem  type of input by using the  needs to be given prediction model  to the model To learn the  working of the model | Check for the Accuracy of the model | To increase the productivity  Manage the expenses |
| **Experience**  What does the user experience at each step ? | Approaches new people  Searches through various medium | Gets a good exposure about solution | Handle the data Better experience  efficiently with running of  Knows about the model  technical aspects(for eg: Usage of ML technology) | Knows that the predicted results are not always same as the actual one  How to adapt the model in real-time scenarios | To manage the expenditure of fleets  Overcome problem regarding fleet management |



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