

Date	12 october 2022
Team ID	PNT2022TMID19741
Project Name	Machine Learning based vehicle performance Analyzer
Maximum Marks	4 Marks

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What do they THINK and FEEL?
What are their fears, frustrations, and anxieties?
What are their wants, needs, hopes, and dreams?

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they SAY?
What have we heard them say?
What can we imagine them saying?

What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

GOAL

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

What other thoughts and feelings might influence their behavior?

Icons and Labels:

- Heart icon:** WHO are we empathizing with?
- Ear icon:** What do they HEAR?
- Head with brain icon:** What do they THINK and FEEL?
- Checkmark icon:** What do they DO?
- Eye icon:** What do they SEE?
- Speech bubble icon:** What do they SAY?
- Target icon:** What do they need to DO?

Customer Journey Map Content:

- WHO are we empathizing with?**
 - the driver needs to drive safely
 - most uncertain of the vehicle
- What do they HEAR?**
 - the fleet reduces the noise, reduces the overthink engine or steering
 - inproper service record reduce the resale value of the vehicle
 - Rattling and cabin noise due to loosened fixtures
- What do they THINK and FEEL?**
 - PAINS:**
 - Can't reach destination in time
 - Hurdles during ride
 - Safety Hazards
 - Without proper service, vehicle mileage gets affected
 - GAINS:**
 - Carve freedom as to proceed by taking shortcuts
 - periodical services improves lifetime of vehicle
 - Increase Resale value
 - Regular servicing saves year money in the long run
 - What other thoughts and feelings might influence their behavior?**
 - Vehicle emission
 - Taking Care of the Service will ensure safe drive
- What do they DO?**
 - Save time and money
- What do they SEE?**
 - A vehicle insurance covers the vehicle against accidents, theft and natural calamities
- What do they SAY?**
 - Riders enjoy their ride
- What do they need to DO?**
 - proper maintenance of the vehicle
 - service should be done regularly
 - Major damages or replacements is avoided

<https://app.mural.co/t/machinelearningbasedvehiclep9756/m/machinelearningbasedvehiclep9756/1665394181666/058881ec5e19c19487619e278937ce8a3a4156cd?sender=uc4af946a8360c65cfe593560>