

Project Design Phase - II

Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID00660
Project Name	Project - Machine Learning based Vehicle Performance Analyzer

Customer Journey Map:

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?	<p>Friends and Neighbours</p> <p>In case of repair</p> <p>Long usage of same vehicle</p> <p>Not regular use has a low maintenance, low performance. In the long run the customer will get more performance from others.</p> <p>They experience any issues in their car, they go to search and get more performance from others.</p> <p>His vehicle has reached its maintenance, they go to search and get more performance from others.</p>	<p>Understand the parameters to increase performance</p> <p>Analyze the required parameters and its cost</p> <p>Purchase the necessary</p> <p>From the customer's perspective, they go to search and get more performance from others.</p> <p>After understanding different parameters, they go to search and get more performance from others.</p> <p>After getting some understanding, they go to search and get more performance from others.</p>	<p>Start experiencing the desired vehicle's performance</p> <p>Present from request failures</p> <p>Save time and cost</p> <p>After purchase the customer will go to search and get more performance from others.</p> <p>Due to better performance, they go to search and get more performance from others.</p> <p>It increases the cost, saving and decreasing the time.</p>	<p>Gain more knowledge on performance parameters</p> <p>Getting well versed with the usage of vehicle</p> <p>Doing feedback about vehicle</p> <p>Customer get aware of development of new technology</p> <p>Know how to handle their vehicle well</p> <p>Customer give their feedback after the usage of vehicle</p>	<p>Helping others to improve their vehicle performance</p> <p>Explore more about different vehicles</p> <p>Gain more ideas by getting online</p> <p>Once the customer is clear, they guide many new customers</p> <p>Customer search for performance characteristics of other new vehicles</p> <p>Customer update themselves with trending features</p>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<p>How can we predict the performance</p> <p>Enquire about the most effectiveness of the vehicle</p> <p>Why performance plays the major role here</p>	<p>Customer search and collect the vehicle and experience</p> <p>They learn where to get the most performance from others</p> <p>They go to search and get more performance from others</p>	<p>Get the first article, and supplementary resources for in case of emergency</p> <p>They service the vehicle and take care of the vehicle</p> <p>They use our virtual assistance instead of contacting a service provider</p>	<p>Explore more features in comparison of their own</p> <p>Compare their vehicle's performance with others</p> <p>They share feedback after the usage so that others can get to know more</p>	<p>Advise people with the good knowledge</p> <p>Customer be in contact with service provider for regular Maintenance</p> <p>Collect ideas from people with current knowledge</p>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<p>Help me to get the knowledge about the vehicle</p> <p>Help me to replace the damage part</p> <p>Help me to avoid the loss of damage to occur in future</p>	<p>Help me in upgrading knowledge about the parameters to get good performance</p> <p>Help me to avoid the unnecessary requirements</p> <p>Help me in making budget plans</p>	<p>Help me in getting a more good experience</p> <p>Help me in avoiding the damage to new vehicle</p> <p>Help me in getting support at critical situations</p>	<p>Help me in getting virtual assistance instead of contacting a service provider</p> <p>Help me in getting satisfaction on usage</p> <p>Help me in getting satisfaction by sharing feedback</p>	<p>Helps in suggesting new vehicle with quality for others</p> <p>Helps in getting more ideas about other vehicles performance</p> <p>Helps in updating their vehicle with current trends</p>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<p>He is getting in get more information about the performance of vehicle</p> <p>It is productive to know how to avoid this problem in future</p> <p>It motivates me to get a new vehicle</p>	<p>Experiencing excitement in getting knowledge</p> <p>Knowing the budget at the earliest makes customer at ease</p> <p>Search for new model to show room</p>	<p>Enjoying the features of new vehicle</p> <p>They experience a delightful feel without failures</p> <p>People get motivated to save money</p>	<p>Gives more interest to explore</p> <p>Feels comfortable with their vehicle</p> <p>Gives happiness by taking others with their feedback</p>	<p>Satisfaction in other happiness for their vehicle</p> <p>Delighted to be in such a stage from knowing about its performance</p> <p>Joy in getting with knowledge</p>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<p>Too many suggestions from different people</p> <p>It's too costly to replace the required parts</p> <p>Frustrated with the behavior of vehicle</p>	<p>It is sometimes difficult to understand about the complicated parameters</p> <p>It takes more time to know what is exactly necessary and how can it be identified</p> <p>Disappointment in knowing the change of expected cost</p>	<p>Doubt of some features</p> <p>It gives disappointment in unexpected situations like any damage</p> <p>It takes more time to get used with new features</p>	<p>Understanding the new features in wrong way</p> <p>It gives unexpected struggles due to unrelated problems</p> <p>Their feedback may disappoint others</p>	<p>At times suggestions may go wrong</p> <p>Getting confused in knowing different things</p> <p>Getting updated with wrong information make them frustrated</p>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<p>Getting better ideas from experienced person</p> <p>Suggestion of ideas to fix quality products</p> <p>Provide a simple way to buy a new model vehicle</p>	<p>Can get ideas and knowledge from different people</p> <p>Suggests for assistance on available in the way or the other</p> <p>There are many opportunities to compare prices online and offline</p>	<p>Get exposure to new features</p> <p>Increasing the durability of products</p> <p>Save this money to buy other useful products</p>	<p>It's better to be in sync with the upcoming features</p> <p>People can learn about their vehicle performance in more depth</p> <p>Feedback can be given in such a way that looks to improvement of others</p>	<p>Helping in only necessary ways</p> <p>Listening through text and voice methods</p> <p>Get good performance vehicle in future</p>

Reference:

<https://app.mural.co/invitation/mural/vehicleperformanceanalyzer5784/1665629129885?sender=u672e65d9af3dbe8633723695&key=395f6344-6700-4b3e-8913-d5462cdf7650>