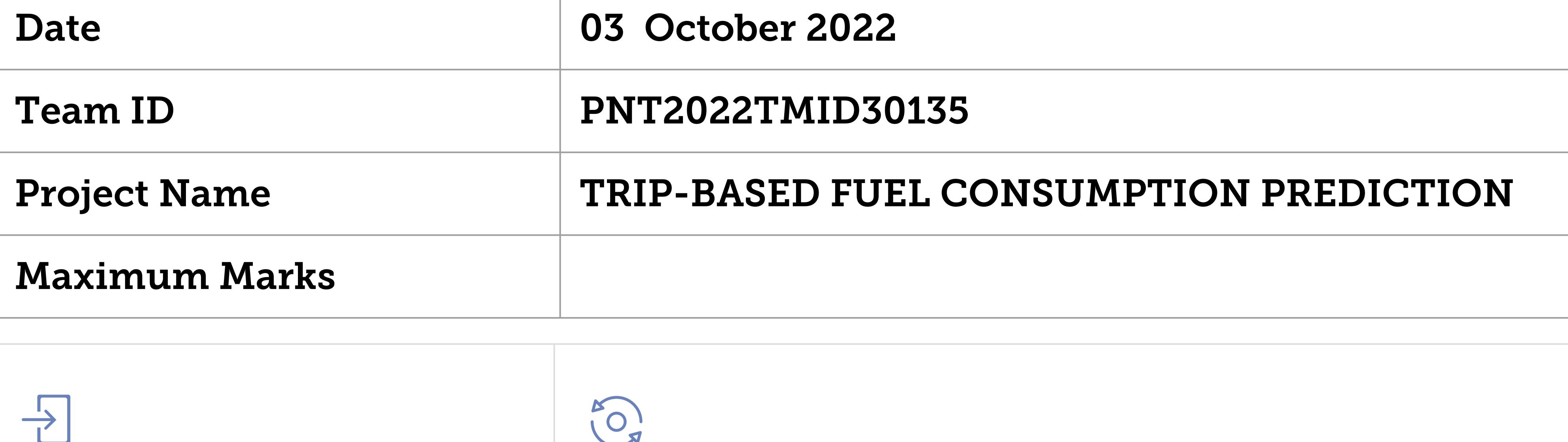


## Customer experience Journey map

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

Product School



Project Name Maximum Marks **Entice SCENARIO Enter** Browsing, booking, How does someone What do people initially become aware attending, and rating a experience as they local city tour of this process? begin the process? Steps
What do What does the person (or group) The user then The user encounters typically experience? Starts exploring the problem. Then realises that the User identifies the he/she searches for the solution result can be solution the solution. predicted. What interactions do they have at Social media, each step along the way? blogs, workplace Discuss with the People: Who do they see or talk to? people who have Places: Where are they? knowledge about it User interacts Things: What digital touchpoints or with colleagues, physical objects would they use? family members

Asks how to use the model

Engage

happens?

In the core moments

in the process, what

Starts using the

prediction model

Interacts with the user interface

Provides the

required data

Interacts online through support channels

Runs the model

Uses the model to get output in different forms

Compares the

predicted result

with actual result

What do people

typically experience

as the process finishes?

to others

**Extend** 

What happens after the

User tries to use it

in different cases

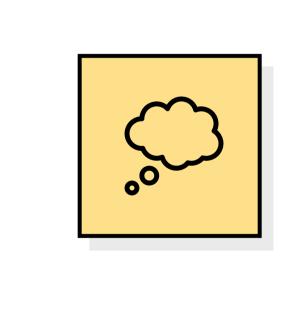
experience is over?

Chats with colleagues about the model's usage

Adapts the

solution to his/her

own infrastructure



## **Goals & motivations**

At each step, what is a person's ("Help me..." or "Help me avoid...")

Find out whether the solution exists or not

Approaches new

To know more about the solution

Find out the positives and negatives of the

type of input needs to be given to the model

Handle the data

efficiently

To identify the

To learn the working of the model

Knows about the

eg: Usage of ML

Solve the problem by using the prediction model

Obtains the

predicted result

Check for the Accuracy of the

productivity Manage the

## Experience

What does the user experience at each step?

> Searches through various medium

Gets a good

with running of

Knows that the predicted results are not always same as

> How to adapt the model in real-time

scenarios

To manage the expenditure of

To increase the

Overcome problem regarding fleet management

expenses

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