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.

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Date	15 October 2022
Team ID	PNT2022TMID40714
Project Name	TRIP-BASED FUEL CONSUMPTION PREDICTION
Maximum Marks	

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 problem. Then he/she searches for the solution. The user then realises that the result can be predicted.	Starts exploring the solution User identifies the solution	Starts using the prediction model Provides the required data Runs the model Obtains the 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 to others Chats with 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 type of input needs to be given to the model To learn the working of the model Solve the problem by using the prediction 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 efficiently Knows about the technical aspects(for eg: Usage of ML technology) Better experience with running of model	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