

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

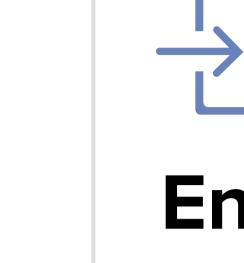
03 October 2022 PNT2022TMID00510 TRIP-BASED FUEL CONSUMPTION PREDICTION Project Name Maximum Marks

Browsing, booking, attending, and rating a local city tour

What does the person (or group)

SCENARIO

Entice How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?

Starts exploring

the solution



Engage

In the core moments in the process, what happens?



Provides the

required data

Runs the model

Obtains the predicted result

Compares the predicted result with actual result

Uses the model to

What do people

typically experience

as the process finishes?

in different cases

User tries to use it

Extend

What happens after the

experience is over?

Adapts the solution to his/her own infrastructure

Steps
What do

typically experience?

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

Approaches new

The user encounters

the problem. Then

he/she searches for

the solution.

User interacts with colleagues, family members

The user then

realises that the

result can be

predicted.

people who have knowledge about it

Discuss with the

User identifies the

solution

Asks how to use the model

To identify the

Starts using the

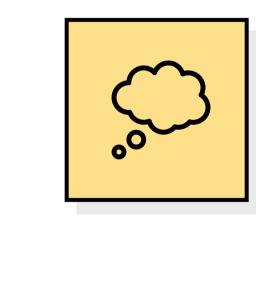
prediction model

Interacts with the user interface

Interacts online through support channels

get output in different forms to others

Chats with colleagues about the model's usage



Goals & motivations

At each step, what is a person's ("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

type of input needs to be given to the model

To learn the working of the model

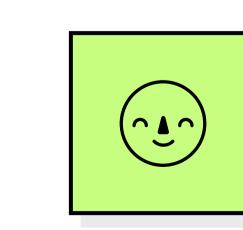
Knows about the

eg: Usage of ML

Solve the problem by using the prediction model

Check for the Accuracy of the To increase the productivity

> Manage the expenses



Experience

What does the user experience at each step?

> Searches through various medium

Gets a good

Handle the data efficiently

Better experience 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

> Overcome problem regarding fleet management

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