

Project Design Phase-II

Customer Journey Map

Date	07 October 2022
Team ID	PNT2022TMID00551
Project Name	Project - Machine Learning Based Vehicle Performance Analyzer
Maximum Marks	4 Marks

User journey

by the Design Team of Accorban Interactive NL

People
2-9

Time
30 min

Difficulty
Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users. ^{1,2}

1 Phases	Discovery	Onboarding	Utilization	Loyalty
High-level block your user needs to accomplish from start to finish				
2 Steps	View online ad See social media campaigns Hear about from friends Search regarding the problem	Sign up for the service Initiate subscription Setup the dashboard	Use the service Evaluate the working Test for errors	Subscribe to long term models Relying on the product Recommend product to others
3 Feelings What your user might be thinking and feeling at the moment	Glad to find a solution that might work Intrigued on how our solution is different from others	Curious Interested in pricing model Excited by the prospect	Reliable product Easy to use Loves the feel of the UI	Impressed by the working Cost savings Using it for everyday use
	Hesitant Worried about cost Privacy concerns	Worried by long explanations Frustrated on the pre-work done Privacy concerns	Frustrated by Bugs Overwhelmed by the features Confused about what to use for what	Worried about long-term cost Concerned about tech changes
4 Pain points	Lack of information about the service Cost Is the product worth investing time in	Struggle getting setup Choosing the right pricing model Uncertain about privacy	Too many features Complexity of use Broken features	Concern about ROI Reliability and Resilience
Problems your user runs into				
5 Opportunities	Provide user with a simple solution Ensure that the service is reliable even if simple Make the service intuitive and accessible to enhance experience	Help with setting up Offer a wizard to assist choosing the right plan Address privacy concerns	Documenting features properly Improve ease-of-access Implementing bug fixes often	Keep innovating and introducing new features Making a more reliable system Improving fault tolerance
Potential improvements or enhancements to the experience				