

## 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.

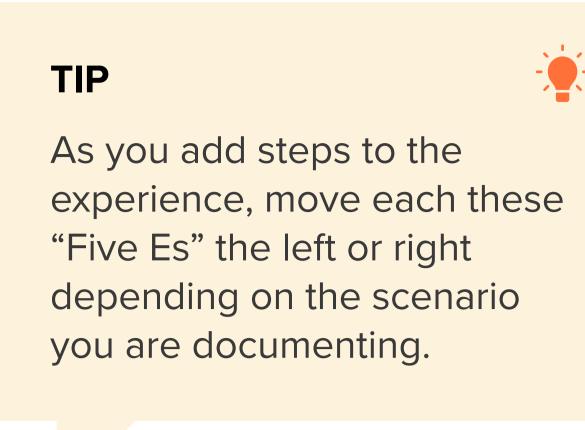
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## Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



Vehicle Performance Prediction	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?	Visit the website  Select vehicle and readings on odometer  Customer navigates to the vehicle analyser section of our website.  The customer types the name of his/her vehicle and readings on the odometer.  The customer observes the result of his/her vehicle.	Create his/her vehicle Profile  Confirm details of the vehicle  Report on vehicle health  Email the results  They see a summary of their vehicle is displayed with fields like mileage.  An email of the vehicle is displayed with fields like mileage.  An email of the vehicle is displayed with fields like mileage.	Using of appropriate algorithms for prediction  Making use of the dataset to its best by implementing it in appropriate algorithm.  Display result in user-friendly format  The results displayed in the website should be easy to interpret  An email of the vehicle's review is immediately sent to the customer.	Prompt for review  The website prompts the customer to review his experience in the process.  The customer writes a review and gives the tour a star-rating out of 5.	Personalized suggestions after review  After the review is displayed, suggestions on how to improve the vehicle's health is displayed.  Data saving for future enchancements  The results are saved for future recommendations.
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?	[Interaction with a person]  [Interaction in a place]  [Interaction with a thing]	component beaten Or jam with it car is rendering immovable	For remodeling made unauthorized person component can be damaged and happen dangerous	the user is Recommended product vehicle based on analysis and can't do it once the latter is changed	Customer has to enter the feedback of our website.
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me get to improve the mileage of the vehicle.  Help me get to improve the mileage of the vehicle.  Help me see what they have to offer.  Help me see what they have to offer.  Offer.  Help me understant on what basis the result is generated.	relevant data  with proper  is registered and tell	Help me feel confident about the credibility of the result.  Help me feel good about my decision to visit this website for vehicle health analyzation.	Help me leave the website with good feelings.  Help me give a comment on my experience.	Help me see what I've done before.  Help me see ways to enhance vehicle health.
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's fun to look at the result on vehicle health.  Videos,and explanations are exciting to see  It's reassuring to read past users.	Excitement about the result. ("Here we go!")  Current payment flow is very barebones and simple	We've heard from several people that the result of emails were essential.  Our predictions tend to be so good that people are reassured when they know the process	People love the process itself, we have a 98% satisfaction rating.  Customers receive an email copy of their results.	Customers leave the website knowing their vehicle's health.  We think people like these recommendations because they have an extremely high engagement rate
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Several people expressed "information overload" as they browse.  People forget some of their vehicle details needed.	Trepidation about the process ("I hope this will be worth it!")  Anxiety about the results. ("Hope the results will be accurate")	People expressed difficulty that they had to enter many details.  Some people expressed that the user interface could be better.	People describe leaving a review as an arduous process.  Some people expressed that they are doubtful about their results.	Some people expressed that the user interface could be better.
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	To provide a driver with an efficient and comfortable ride, tyre experts replace the vehicle's tyres.  Car cylinders are serviced, repaired, and replaced by new injection cylinder professionals to provide the driver with a smooth and fuelefficient ride.	The car may be altered to make the journey more pleasant.  Means can be changed like this provide more more comfortable and more fuel efficient take a walk	All of perfromance of vehicles vehicles improved and provides comfort, cost, safety, improved mileage and Efficient driving  perfromance of vehicles improved and provides comfort, cost, safety, improved mileage and Efficient driving	The modification of junks contained in the vehicle and design allows customer or the designer compared some things for improve performance Change and design allows customer or designer improve performance.	Some customers realize that vehicle styling and performance may vary slightly for electric vehicle models

