






























































PROJECT DESIGN PAHSE – II

CUSTOMER JOURNEY MAP

DATE	03 OCTOBER 2022
TEAM ID	PNT2022TMID23912
PROJECT NAME	CAR RESALE VALUE PREDICTION
MAXIMUM MARK	04

Scenario Predicting car resale value.	 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?	 Through advertisements on social media  Customer report for the required car  I prefer purchasing other services, typically experience during the step	 Home Page  Introduction video  Screen displays address and last price	 User enters car details  Provides the details on the about  Recommends the predicted car value	 User gets the predicted value  User finds the best market price of the car	 User satisfied with their report  User gets a detailed report about car
 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?	 Customer  Early on-screen website  Interaction with a thing	 A form to giving steps for prediction  An on-screen report	 User  Model  Recommends value from the model	 Customer  predict value with platform	 After interacting with the model
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	 Assessing the vehicle  Customer satisfaction	 To have attractive car  To have requested elements	 To get accurate resale value of the car  To find the price of a predicted car	 Getting a detailed report about car	 Customer can see the car and compare resale value of car
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	 Customer report  Reception of person satisfaction	 To show already known car models and to make accurate value prediction	 Accurate resale value prediction  A prediction a detailed report	 Satisfied Customer	 Customer can compare the resale value of car
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	 Long process of giving vehicle details	 User cannot verify all the vehicle	 Current problem already not resolved	 Report generated for specific part of vehicle is not available	 User can't verify all the resale value of car
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	 Easy to access	 Send value for vehicle  User providing car	 Recommending more vehicles on the platform	 Sending the car to the best condition	 Recommending more vehicles on the platform