PROJECT DESIGN PHASE II

CUSTOMER JOURNEY MAP

10 OCTOBER 2022

DATE

	TEAM ID	PNT2022TMID43743		
	PROJECT NAME	CAR RESALE VALUE PRE	DICTION	
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?
Steps What does the person (or group) typically experience?	Looking forward to sell my car User must look for a buyer to sell his car.	If the user does not receive the requested price range, they may decide not to purchase the product. Sometimes using the internet makes a procedure worse. Getting details about the car	User may experience difficulty with the selecting process while searching Choosing a car by involving multiple checks	User would be happy if he feels the money spent is worth the asset
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?	It's possible for two persons to interact at entice. One of them is a car seller who needs to sell his vehicle, and the other is an experienced seller or any counsellor.	By means of any hand held devices or Computer The communication between them ma be in any form, it me be private or public	The process how the interaction wouldd be held is with the website or an application where the user needs to enter all the required details for the price estimation	The process is online mode with the help of a website or app There would be a service center for the purpose of tracking
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Choosing a right car must be prioritised Getting rid of dealers and resellers	Picking up a car not worth the money is to be avoided Assist in avoiding selecting the wrong product	Searching of Choosing the best different forms suitable one	Assisting on the Guidance on process of tracking purchase
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Going through the suggestions from the very close circle. Finding to make a decision based on the suggestions received	The customer must be satisfied by all the means in terms of car as well as the service	An excellent customer care or customer support is to be maintained for the purpose of clearing issues and queries raised buy the customer	The customer must be satisfied by all the means in terms of car as well as the service
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Making the customers disappointed because of lagging of responses. Service provided might be worse in some cases	Less information about the car which satisfied the criteria to be met	Not taking care of suggestions received from the part of customers	Unsatisfied customer, rates less about the service provided.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Improving the service provided. Valuing feedbacks	Assisting users on the usage of the application for the best experience Maximum try of not posting the cars that do not meet a criteria	Providing records for verification in case of a buyer	If any customer feels unsatisfied having an option to return works effectively.