

CAR RESALE VALUE PREDICTION

CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID53855

SCENARIOS	Entice	Enter	Engage	Exit	Extend
Browsing, booking car, comparing car values with desired need(i.e engine used colour brand etc)	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Searching for resale car to buy User need to search for the source for buying a	Browsing about the car User may not get desired to buy, the customer may have a doubt about the colour and problems, they may be faced.	Searching for the car While Searching, user may find difficulties about the selection process.	Choosing the car Choosing the resale car. Buyer will find a car with an engine, the colour and a good condition. Buyer will select to buy the car.	Exiting after booking the car User will eagerly wait for their car to arrive once booking it with many confusions.
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	The interaction at service may be when the person goes to buyer who needs to buy a car and another user is a customer who is a buyer of any about.	After browsing the services, the customer need to know whether he buy or not and when is a good time to buy the car.	The interaction is with the application to buy a car.	Interaction may be with service center to track the booking details.	Interaction with application to share experience as feed back.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me choosing right choice of car Help me avoid unauthorized services and threads while buying car.	Help me not to choose wrong option for the product. Help me to get wonderful decision about the purchase.	Help me to search based on brand, colour and features Help me to choose good one based on its details.	Help me to track the process Help me to get the details about the purchase.	Help me to provide feedback.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Knowing about good experience of old user. Good customer care service while checking about the source of car.	Getting others opinion which matching your opinion. Getting proper guidelines from our website to avoid inconvenience while buying.	Getting cars based on our wish. Getting better suggestions to buy it while choosing.	Correct process of shipment while tracking. Supportive customer service.	Getting full experience with the purchase.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Not getting proper response from customer service officers. Less rating for an application.	Not getting proper details about the application. Not promising facilities of application.	Getting repeated suggestions and less collections. Doubtful details and improper information.	Getting delay in delivery.	Getting unfulfilled feeling about the purchase.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Having best customer service. Advertising our product in positive way with proper and valid promises to make customer happy and try service based on their wish.	Having good guidelines to users while using the application. Collecting and providing proper and factual details about the product.	Getting more resellers with proper details and insurance. Providing proper details with proof.	Providing the correct details about the process with proof. Responding to customers doubt and problems immediately.	If customer unfulfilled, we should ask them to provide a feedback and we will make it better.