

# Project Design Phase-II

## Customer journey map

Date	17 October 2022
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Project Name	Car Resale value Prediction

### 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.

Product School

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**Document an existing experience**

Review your choice for a specific element or process within an existing product or service. In the **Steps** row, document the step-by-step process customer typically experience. Then add detail to each of the other rows.

Process	Enter	Engage	Exit	Extend
<b>Steps</b> What does the process (or goal) actually entail?	Step 1: Initial contact Step 2: Information gathering Step 3: Initial assessment	Step 4: Data collection Step 5: Model training Step 6: Model evaluation	Step 7: Model deployment Step 8: Model monitoring Step 9: Model retraining	Step 10: Model maintenance Step 11: Model update Step 12: Model retirement
<b>Interactions</b> What interactions do they have with your organization? • How do they interact with your organization? • How do they interact with your organization?	Interaction 1: Initial contact Interaction 2: Information gathering Interaction 3: Initial assessment	Interaction 4: Data collection Interaction 5: Model training Interaction 6: Model evaluation	Interaction 7: Model deployment Interaction 8: Model monitoring Interaction 9: Model retraining	Interaction 10: Model maintenance Interaction 11: Model update Interaction 12: Model retirement
<b>Goals &amp; motivations</b> What goals and motivations drive the customer's behavior? • What goals and motivations drive the customer's behavior? • What goals and motivations drive the customer's behavior?	Goal 1: Initial contact Goal 2: Information gathering Goal 3: Initial assessment	Goal 4: Data collection Goal 5: Model training Goal 6: Model evaluation	Goal 7: Model deployment Goal 8: Model monitoring Goal 9: Model retraining	Goal 10: Model maintenance Goal 11: Model update Goal 12: Model retirement
<b>Positive moments</b> What moments in the process are positive for the customer? • What moments in the process are positive for the customer? • What moments in the process are positive for the customer?	Moment 1: Initial contact Moment 2: Information gathering Moment 3: Initial assessment	Moment 4: Data collection Moment 5: Model training Moment 6: Model evaluation	Moment 7: Model deployment Moment 8: Model monitoring Moment 9: Model retraining	Moment 10: Model maintenance Moment 11: Model update Moment 12: Model retirement
<b>Negative moments</b> What moments in the process are negative for the customer? • What moments in the process are negative for the customer? • What moments in the process are negative for the customer?	Moment 1: Initial contact Moment 2: Information gathering Moment 3: Initial assessment	Moment 4: Data collection Moment 5: Model training Moment 6: Model evaluation	Moment 7: Model deployment Moment 8: Model monitoring Moment 9: Model retraining	Moment 10: Model maintenance Moment 11: Model update Moment 12: Model retirement
<b>Areas of opportunity</b> What areas of the process are opportunities for improvement? • What areas of the process are opportunities for improvement? • What areas of the process are opportunities for improvement?	Area 1: Initial contact Area 2: Information gathering Area 3: Initial assessment	Area 4: Data collection Area 5: Model training Area 6: Model evaluation	Area 7: Model deployment Area 8: Model monitoring Area 9: Model retraining	Area 10: Model maintenance Area 11: Model update Area 12: Model retirement

