

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

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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.

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.

	 Discover Browsing, booking, attending, and rating a local city tour	 Entice How does someone initially become aware of the 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?	<div>User enters website or app</div> <div>Website shows tour options</div> <div>Website search results</div> <div>Requires user details to book</div>	<div>Homepage Overview</div> <div>First tour feed</div> <div>Location search results</div> <div>Search results include the guide info</div>	<div>Customer Search tour</div> <div>Enter website or app</div> <div>Product Overview</div> <div>Booking tour</div> <div>Aggregating tour information</div> <div>Knowledge of local area</div>	<div>User finishes product value</div> <div>Product Value</div> <div>Get started tour</div> <div>Leave website or app</div>	<div>Exit the website</div> <div>Get tour done</div> <div>Share on social media</div>	<div>Get tour done</div> <div>Share on social media</div>
 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?	<div>Customer</div> <div>Mobile app</div> <div>Mobile app</div>	<div>Home</div> <div>Mobile</div>	<div>Customer</div> <div>Engaging in service</div> <div>Customer</div>	<div>Customer</div> <div>Understanding the value</div> <div>Feedback loop</div>	<div>Home</div> <div>Share on social media</div> <div>Share</div>	<div>Share on social media</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("I hope to..." or "I hope to avoid...")	<div>Discovering details</div> <div>Discovering details</div>	<div>Clear navigation</div>	<div>Find out about the website</div>	<div>Get the best value and understand the value</div>	<div>Customers or partners use one of their devices</div>	<div>Customers or partners use one of their devices</div>
 Positive moments What does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div>
 Negative moments What does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div>
 Areas of opportunity How might we make each step better? What does our user need? What have others suggested?	<div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div> <div>Discovering details</div>	<div>Discovering details</div>

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