|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Entice | Enter | Engage | Exit | Extend |
| Steps | **Customer**  **interestedtobuycar**  **Customersurfs**  **regardingtheir**  **websites**  **Researchworkon**  **resalewebsite**  **Gettoknowaboutcustomerfeedback** | **Customeris**  **redirectedtothehomepageafter**  **successful**  **login**  **Customerloginorsignin**  **Customer**  **providedwith**  **various**  **functional**  **operationsin**  **webpage** | **Customer**  **enterthe**  **required**  **detailsof**  **theircarto**  **getresale**  **quotation.**  **After**  **processedbyalgorithm**  **therespectiveresalevalueisdisplayed** | **Attheendof**  **theprocess**  **customer**  **getsthe**  **resalevalue** | **Customersatisfaction** |
| Interactions | **HumanComputerInteraction**  **Internetserviceisrequired** | **Customercanviewcarresalevaluepredictionwebsite** | **Easywebsiteaccessibility** | **Websitecanbeeasily**  **accessible** | **Approximateresalevalueisobtained** |
| Goalsandmotivation | **Toavoidmisusageofinformation**  **Toobtain**  **approximateresalevalueofthecar** | **Topreventlossofdata** | **Toknowthewebsiteis**  **legitimateor**  **not** | **Clarificationoncars** | **Customerpaysfortheworthofcar** |
| Positive  moments | **Tocomparevariousmodelsofcar** | **Customergetstheresult**  **immediately** | **Satisfactionongetting**  **theaccuratepriceofthecar** | **Unnecessarydetailsget**  **avoided** | **Nointerference**  **ofanyagenciesandthirdparty** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Negative  moments | **Userhastoenter**  **requirefieldssinceitismanual**  **process** | **Time**  **complexity**  **mayoccur** | **Time**  **consumptionisless** | **Manual**  **enteringofdata** | **Itdoesnotprovidesanyopportunitiestosellthecarinsteadallowsonlytoget**  **informationaboutit** |
| Areasof  opportunity | **Todetectpriceofthecarusingthisproduct** | **Automated**  **Informationfortheuser** | **Using**  **fastest**  **algorithmtofetchresult** | **Providing**  **themost**  **approximateresalevalue** |  |