

# PROJECT DESIGN PAHSE – II CUSTOMER JOURNEY MAP

DATE	05 OCTOBER 2022
TEAM ID	PNT2022TMID14520
PROJECT NAME	CAR RESALE VALUE PREDICTION
MAXIMUM MARK	04

Scenario Predicting car resale value.	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?	Extend What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	Through advertisements on social media Customer requests for the required car Online browsing of car models and their specifications (going to the dealer)	Home Page Serviceable cards Browse available cars and their details	Clear criteria car details Personalize car details on the card Shortlist the predicted car value	User gets the predicted value User finds the best market price of the car	User satisfied with their search User gets a predicted resale value
<b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	Customer Early accessible website Interactions with a thing	A place for going to purchase User explores search card in the card	Plan Visit Predicted value from the dealer	Customer Predicted value gets displayed	Resale interacting with the dealer
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Accessing the website Clear in navigation	To find information on car To know engagement elements	To get enough resale value on the car To find the price of a particular car	Getting valuable advice on their car	Customer can explore the resale value of their car
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer easily navigates the website	To know details about car models and their specifications (going to the dealer)	Accessible website with details Personalize a predicted report	Simplest Customer	Customer can explore resale value of their car
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, expensive, costly, or time-consuming?	Long process of going to the dealer	User cannot easily find the website	Cannot predict resale value of the car	Report received on resale value of the car before it is sold properly	User can stop and go to the dealer to explore the resale value of their car
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Easy to access	More useful for users User planning to	Resale receiving a report on the predicted value of the car	Helping the user to find the resale value of the car	Resale receiving a report on the predicted value of the car

