Project Design Phase-II
Customer Journey Map

Date	03 October 2022
Team Id	PNT2022TMID14677
Project Name	Project - Car Resale value Prediction
Maximum Marks	4 Marks

	SCENARIO Predicting the price of a resale car	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?		
Steps What does the person (or group) typically experience?		**Add Cars** Customer can add details about a car they need to predict / **Predicted value of car** The customer can predict the resale value for the car they added previously	**Home Page** Homepage displays the details about the model and process.	**AddCar page** It has button to create new car details	**Result Page** Shows the predicted resale value of the car
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?		Create section of the web application / Result section of the web application	Home section of the web application	Create section of the web application	Result section of the web application
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")		Help me find the reasonable price of my car / Help me avoid getting cheated by under pricing my car	Help me feel confident about the reasonable price of the car / Help me predict the resale value of the car with good precision		
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		It knowledgable to learn prices of different car / Its easy to manage different cars	Knowledge about cars / The provided flow is very simple and minimum / We have had feedbacks that adding cars and managing them is very helpful		
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		People often forget to fill the details of the cars which leads to poor prediction precision / Many people expressed the specificity required by the application	More information required for better prediction		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?		Can we implement search cars based on price / Can we set a price range and other attributes to find the correct car	Can we implement sign in with google		

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?

Engage	Exit	Extend
Get the details of car — Get the details of the car to get resale value	**Output** — Display the Predicted price to the user	**Review & Rating** — It prompts a box asking for rating and review of the application
Predict the price of car — After processing the input by certain algorithms, display the resale value	**Log Out** — The user can checkout of the page	**Personalized recommendations** — Display the best car based on the price and model
This section contains a form to get the car details from a customer	Needs the features and details of the car entered by the user	Gets direct review and rating from the user
Shows the predicted value of car based on the customer inputs by doing some computations	User can quit the web application session	Compares the cars based on the price and model
Help me feel easy and comfortable to interact	Help me to find the real value of the car respect to the features	Helps me have a general knowledge about car resale prices
Helps me avoid unnecessary hassle	Helps me leave the app with good mind	Helps me know what my cars are worth
Our predictions tend to be so precise that they are used by most of the buyers and sellers	People will leave with their main aim of finding price achieved	People can give suggestions to improvise the app
People love the simplicity of the app	People leave the app providing us positive feedback	People leave the app knowing their cars resale value
People find it hard to gather more specific information about the cars	Sometimes, results may be inaccurate if details are not entered properly	Sometimes customers get under priced value and leave bad comments
Sometimes, the car value is under predicted that the users get doubts	Most of the times people leave the website without providing feedback	
can we make mobile apps	How can we make sure that the result of the prediction can be used for further training	How can we further improve the accuracy of the model
can we make the app more accessible	How to predict the price leaving the irrelevant or wrong data	How can we analyze the customer satisfaction and improvise
can we make the app SEO friendly		How can we make sure that feedbacks are essential for the quality of the app