SCENARIO

Browsing, booking, attending, and rating a local city tour

Entice

How does someone initially become aware of this process?

to get Feedback

from former

clients

Interactions with

salesmen, previous

owners, brokers

Predict the amount

be valued at



Enter

What do people experience as they begin the process?

Trust

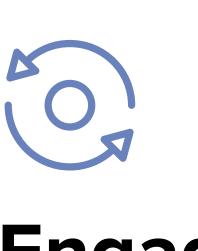
The user can

navigate easily

through the pages

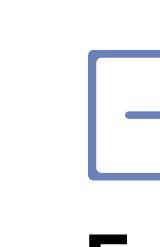
Pass the

checkpoint quality



Engage

In the core moments in the process, what happens?



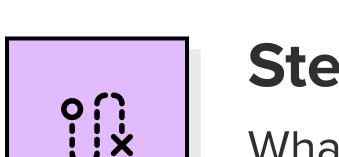
Exit

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?

1)Through brand and advertisements on TV and newspapers

clients spread

interaction over

message, phone or

4)Customers try 5) Satisfied 6)Customer

Explore new methods

to evaluate prices of

compare their

accuracies

Decides to use the care resale value

Interaction with UI

of website or

application of resale

3)Customer

Clarity

When faced with

any issue they

contact the

customer service

Hopes for a fair

estimation of price

Curiosity

Fill personal details

Choose preference

Prediction

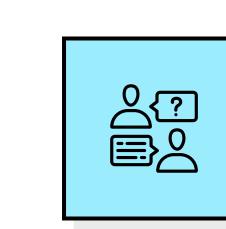
Recommendation

Cost User can give **Predicted**

information

Feedback

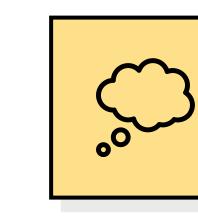
Contact Us



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?



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments

What steps does a typical person

find enjoyable, productive, fun, motivating, delightful, or exciting?

Privacy and Safety.

Independence,

Freedom to choose a car

Background check of the source of the car

Getting an Having many expensive car options or a lesser price

the car is in the listed condition

User can enter the required details

Chat with buyer

or seller for

more details

User can choose to be either a buyer or seller

Analyse defects

of the car

Seeing that

you can afford

a good car

The users (buyer and seller) communicate with each other to get more details

Get details about

registrations,

insurance and loan

The user can view the predicted price of the used car

More confident Analyse what

car can be

Security for

the data

afforded

The users can provide their valuable feedback

The users can exit the application and provide their feedback

and the customer

need not pay

Customer can get a

details about the

prices and quality etc

The users can predict the price of another car

Tension free

driving

Getting fulfil

experience with the

purchase



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

You do not own a brand new car, you get a used car

Anxiety about the condition of the car

Anxiety about the paperwork

Do not know where Price range not to start looking meeting because there are many options expectations

Not getting proper details about the application.

Do not know the people who owned the car personally

Verification of

the

documents

Warranty provided by the dealership is probably expired

Conditions of cars found may not meet expectations Anxiety about the delivery of the car

about the price

prediction

Supportive

customer

service.

Difficult to get loan for second hand car

More maintenance required



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

transitions

how to use the application

Opportunities to engage arise from customers responding to ads

engages with customer in a

Motivated to buy a

Ensures

delivery

used car because

depreciation rate is

of car matching expectation