













Project Design Phase – II

Customer Journey Map

Date	17 October 2022
Team ID	PNT2022TMID14448
Project Name	Car Resale Value Prediction
Maximum Marks	4

 <p>Briefing, looking, attending, and setting a local city tour</p>	 <p>Entice</p> <p>How does someone initially become aware of this process?</p>	 <p>Enter</p> <p>What do people experience as they begin the process?</p>	 <p>Engage</p> <p>In the core moments in the process, what happens?</p>	 <p>Exit</p> <p>What do people typically experience as the process finishes?</p>	 <p>Extend</p> <p>What happens after the experience is over?</p>
 <p>Steps</p> <p>What does the person (or group) typically experience?</p>	<p>Customer with a view of buying a car</p> <p>Customer gets a new insurance update</p> <p>Customer gets the feedback</p>	<p>On arrival at the website, the customer is asked to enter their email and password to log in</p> <p>On successful login, customer is redirected to the home page</p> <p>Customer is provided with any other pertinent questions in the website</p>	<p>Customer is asked to enter the necessary details of their car to get the prediction</p> <p>Report the model value is displayed after the prediction by the algorithm</p>	<p>Customer provides feedback about the car at the end of the process</p>	<p>User gets notified of the process</p>
 <p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<p>Customer interacts with a system</p> <p>Website and internet is required</p>	<p>Car model value prediction website opens to customer</p>	<p>Being a website, it can be accessed easily</p>	<p>Being a website, it can be accessed easily</p>	<p>Customer gets the experience made value</p>
 <p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>To avoid looking at alternative</p> <p>To get appropriate value about the car</p>	<p>To interact to look at prices of cars</p>	<p>To know the model value prediction</p>	<p>Being notified about the car</p>	<p>Customer gets the feedback about the car</p>
 <p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Customer gets new comparison website</p>	<p>Customer can get the model value</p>	<p>Customer can track the accuracy of the model</p>	<p>Only necessary details are required to be entered</p>	<p>Re-notification of value and a good process</p>
 <p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Being a manual process, user has to enter the required details</p>	<p>Customer is able to see the price for process</p>	<p>After the accuracy is not the model</p>	<p>Being a manual process, user has to enter the required details</p>	<p>Customer gets a view about the value of their car but is not able to see the model value</p>
 <p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Creating of the car price using the process</p>	<p>Automating process using the algorithm</p>	<p>Using the model value to get the prediction</p>	<p>Being the most appropriate model value</p>	<p>[Blank]</p>