












SCENARIOS	 <b>Entice</b> How does someone initially become aware of this process?	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?
Browsing, booking car, comparing car values with desired need(i.e engine used colour brand etc)					
 <b>Steps</b> What does the person (or group) typically experience?	<div>Searching for resale car to buy</div> <div>Getting information about the source</div> <div>User need to search for the source for buying it</div> <div>After getting the source to buy, the customer may have a doubt about the source and problems that may be faced.</div>	<div>Browsing about the car</div> <div>Comparing every cars to buy</div> <div>User may not get desired quality and price and had to keep buying the product. Sometimes internet quality makes this process worse.</div> <div>Even though like to buy a vehicle, the user may get confused to buy a good performing car after comparing to other cars.</div>	<div>Searching for the car</div> <div>Choosing the car</div> <div>While Searching, user may find difficulties about the selection process.</div> <div>Choosing the car to the user. They will find it. They will choose the car that they like and they will buy it.</div>	<div>Exiting after booking the car</div> <div>User will eagerly wait for their car to arrive once booking it with many confusions.</div>	<div>Using the car</div> <div>The user will be happy if the car is in good condition or else will worried about the car and its condition.</div>
 <b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul>	<div>The interaction at enter may be when the person see a poster or a video to buy a car and another user is experienced buyer or any advisor.</div> <div>This interaction may be personal between the customer and advisor through meeting or chatting.</div> <div>When comes about things, meeting via phone, PC, browser and the major properties for these interactions.</div>	<div>While beginning the process, the customer need to choose whether to buy a car or not and they will get a good price and a good quality car.</div> <div>This can be public or private interaction.</div> <div>Mobile phone, PC and another communicating modes.</div>	<div>The interaction is with the application to buy a car.</div> <div>It is an online interaction.</div> <div>Phone, PC and browser.</div>	<div>Interaction may be with service center to track the booking details.</div> <div>Online mode with using any smart devices.</div>	<div>Interaction with application to share experience as feedback.</div> <div>Online mode with any smart devices.</div>
 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me choosing right choice of car.</div> <div>Help me avoid unauthorised services and threats while buying car.</div>	<div>Help me not to choose wrong option for the product.</div> <div>Help me to get a worthwhile decision about the purchase.</div>	<div>Help me to search based on brand, colour and features.</div> <div>Help me to choose good one based on its details.</div>	<div>Help me to track the process.</div> <div>Help me to get the details about the purchase.</div>	<div>Help me to provide feedback.</div>
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Knowing about Good experience of old user.</div> <div>Good customer care service while checking about the source of car.</div>	<div>Getting others opinion which matching your opinion.</div> <div>Getting proper guidelines from our website to avoid inconvenience while buying.</div>	<div>Getting cars based on our wish.</div> <div>Getting better suggestions to buy it while choosing.</div>	<div>Correct process of shipment while tracking.</div> <div>Supportive customer service.</div>	<div>Getting full experience with the purchase.</div>
 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Not getting proper responses from customer service officers.</div> <div>Less rating for an application.</div>	<div>Not getting proper details about the application.</div> <div>Not promising facilities of application.</div>	<div>Getting repeated suggestions and less collections.</div> <div>Doubtful details and improper information.</div>	<div>Getting delay in delivery.</div>	<div>Getting unfulfilled feeling about the purchase.</div>
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Having best customer service.</div> <div>Advertising our product in positive way will attract and will properties to make customer happy are try more based on their wish.</div>	<div>Having good guidelines to users while using the application.</div> <div>Collecting and providing proper and useful details about the product.</div>	<div>Getting more resellers with proper details and insurance.</div> <div>Providing proper details with proof.</div>	<div>Providing the correct details about the process with proof.</div> <div>Responding to customers doubt and problems immediately.</div>	<div>If customer unfulfilled, can talk about what is a reason. If they really want, then they may not about their wish and also option according to it.</div>