Project Design Phase-II
Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID04349
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?		**Browse Cars** — Customer who added cars can browse here / **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. / **Login/Register Page** — The users can provide credentials for login or register / **AddCar page** — It has button to create new car details / **CarList Page** — Display all the cars that user have add and has a button to predict resale value / **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?		Browse section of the web application / Create section of the web application / Result section of the web application	Home section of the web application / Login section of the web application / Create section of the web application / Browse 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?

Get the details of car	**Predict the price of car**
Get the details of the car to get resale value	After processing the input by certain algorithms, display the resale value

This section contains a form to get the car details from a customer

Shows the predicted value of car based on the customer inputs by doing some computations

Help me feel easy and comfortable to interact

Helps me avoid unnecessary hassle

Our predictions tend to be so precise that they are used by most of the buyers and sellers

People love the simplicity of the app

People find it hard to gather more specific information about the cars

Sometimes, the car value is under predicted that the users get doubts

can we make mobile apps

can we make the app more accessible

can we make the app SEO friendly

Exit

What do people typically experience as the process finishes?

Output	**Log Out**
Display the Predicted price to the user	The user can checkout of the page

Needs the features and details of the car entered by the user

User can quit the web application session

Help me to find the real value of the car respect to the features

Helps me leave the app with good mind

People will leave with their main aim of finding price achieved

People leave the app providing us positive feedback

Sometimes, results may be inaccurate if details are not entered properly

Most of the times people leave the website without providing feedback

How can we make sure that the result of the prediction can be used for further training

How to predict the price leaving the irrelevant or wrong data

Extend

What happens after the experience is over?

Review & Rating	**Personalized recommendations**
It prompts a box asking for rating and review of the application	Display the best car based on the price and model

Gets direct review and rating from the user

Compares the cars based on the price and model

Helps me have a general knowledge about car resale prices

Helps me know what my cars are worth

People can give suggestions to improvise the app

People leave the app knowing their cars resale value

Sometimes customers get under priced value and leave bad comments

How can we further improve the accuracy of the model

How can we analyze the customer satisfaction and improvise

How can we make sure that feedbacks are essential for the quality of the app