

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

Date	15 October 2022
Team ID	PNT2022TMID15627
Project Name	Car Resale Value Prediction

Template

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with:

Product School

[Share template feedback](#)

1

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to this experience, move each these "How Do You Feel or Hope" responses on the scenario you are documenting.

Scenario Browsing, booking, attending, and riding a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core experience, in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>User enters webpage ad</div> <div>Webpage shows car details</div> <div>Webpage's tone</div> <div>Relevant car details</div>	<div>Homepage Overview</div> <div>First tour list</div> <div>Carview on 5 star</div> <div>Search user to match his or her taste</div>	<div>Customer Search view</div> <div>Enter entering car details</div> <div>Predict Value</div> <div>car listing app</div> <div>beginning car in website</div> <div>if meeting first view car price</div>	<div>User clicks to predict value</div> <div>Predict Value</div> <div>get a best value</div> <div>user wants to be happy</div>	<div>Exit the webpage</div> <div>Get Best Gas</div> <div>Get best car while ride</div> <div>Screen to be happy</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div> <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? </div>	<div>Customer</div> <div>How to book a car</div> <div>user enter into online website</div>	<div>Enter</div> <div>Overview</div>	<div>Customer</div> <div>Eng. Enter in website</div> <div>Car Details</div>	<div>Customer</div> <div>Predicting value to car</div> <div>Predicted Value</div>	<div>User</div> <div>to best feature</div> <div>Detail</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Discovering Details</div> <div>Discovering Details</div>	<div>Others' language</div>	<div>Get car details in the website</div>	<div>get the best offers and choose the value</div>	<div>Customer is getting the most of best feature</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Discover car information</div> <div>Discovering details</div>	<div>Best response website</div> <div>Search car</div>	<div>Accurate result shown</div> <div>Best value to user</div>	<div>Accurate Classification</div> <div>Good Prediction</div>	<div>Get a better result</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?</div>	<div>Search engine is inappropriate</div> <div>Discovering</div>	<div>Understand user</div> <div>Good results in a quick</div>	<div>Accurate results</div> <div>Good value to user</div>	<div>Forecast Classification</div> <div>Search engine is inappropriate</div>	<div>getting a better result</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Use a better website</div>	<div>Find best car</div> <div>Best value to user</div>	<div>improve accuracy</div> <div>get best result</div>	<div>improve accuracy prediction</div> <div>get a better prediction</div>	<div>getting a better result and more accurate prediction</div>