Date	14 October 2022
Team ID	PNT2022TMID52696
Project Name	Car Resale Value Prediction

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.

Please find below the customer experience journey map.

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.

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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.

	SCENARIO Browsing, booking, attending, and rating a local city tour	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?		Visit the Website Users will begin navigating through the website.	Preview the Website Users will have first impressions on the website.	Navigate through the home page Helps the user to understand better about the website.	Navigate through the prediction page Helps the user to understand better the variables required to give an accurate prediction.
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?	The user will find that the application is compatible with all browsers.		The user can understand the website by navigating.	The user will be able to navigate to all the pages of the web application.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Discovery of a new method to find the resale value of a car.	Help the user not to evade complexity.	To understand the website better.	To navigate to the prediction page.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	User Friendly UI	Attractive and Informative webpage	The user is happy to use the website because of its user-friendliness.	The user is intrested to learn more about the website.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Website Downtime	Network Issues		UI too Complex to understand
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Better UI	Hints on the websites to improve navigation for the user.		Can provide information of customer feedback who actually found the website to be useful.

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

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?

Engage	Exit	Extend
Get Accustomed to the Prediction Page — Users will get an idea of what to provide to the application ot get a result.	**Prediction Output** — The user will get a prediction output if they have entered details correctly.	**Contact** — The user can use the contact details if they face any technical issues.
Begin the prediction process — Users will enter the required attributes and begin the prediction process.	**Feedback Provision** — The user can find the feedback section.	**User Feedback** — The user can provide feedback on the experience.

Engage	Exit	Extend
The user can navigate around the website.	The user can view the results.	The user can exit the application
The user can enter the required variables.	The user can enter their feedback.	The user can redo the prediction.
The user can click the predict button to get results.		

Engage	Exit	Extend
Help me get accustomed to the process.	Help me understand why the results are accurate.	Help others by providing your feedback.
Help me understand the requirements for the prediction.		
Help me avoid providing inaccurate details.		

Engage	Exit	Extend
The user is able to go along with the process.	The user is satisfied with the value predicted by the application	The user sells/buys the car at the predicated price.
The user successfully entered the required attributes.		The user provides his/her feedback in the webpage.
The user is waiting for the prediction after successful input.		

Engage	Exit	Extend
User doesn't understand how to navigate within the website.	Unsatisfied or Unconvinced about the results of the prediction.	The user may switch to a different website or just approach a dealership.
User unable to gather adequate attributes for a succesfull predication		
Worried about whether the website can provide accurate results.		

Engage	Exit	Extend
Provide Visual Instructions.	Show graphical statistics to understand the user why the predicted result is accurate.	Instructions can be provided in multiple languages.
Gain trust by making previous users give feedback		