

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

Date	06 November 2022
Team ID	PNT2022TMID22229
Project Name	Car Resale Value Prediction



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.

Create a partnership with



Share template feedback

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 refer to the experience, more each time. Try to find the right components on the canvas to you are documenting.

	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	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?
Steps What does the person (or group) typically experience?	 1. I saw a post on Facebook about a local city tour. 2. I clicked on the link and read about the tour. 3. I contacted the tour operator for more information. 4. I signed up for the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.	 1. I took the tour and saw the sights. 2. I interacted with the tour guide and other participants. 3. I took photos and videos of the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.
Interactions What interactions did you have at each step along the way? (Include any internal or external touchpoints.)	 1. I saw a post on Facebook about a local city tour. 2. I clicked on the link and read about the tour. 3. I contacted the tour operator for more information. 4. I signed up for the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.	 1. I took the tour and saw the sights. 2. I interacted with the tour guide and other participants. 3. I took photos and videos of the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.
Goals & motivations What goals and motivations did you have at each step along the way? (Include any internal or external touchpoints.)	 1. I wanted to see the sights of the city. 2. I wanted to learn about the history of the city. 3. I wanted to meet other people who were interested in the city.	 1. I wanted to confirm the tour details. 2. I wanted to receive a confirmation email from the tour operator. 3. I wanted to receive a text message from the tour operator with the tour details.	 1. I wanted to see the sights of the city. 2. I wanted to learn about the history of the city. 3. I wanted to meet other people who were interested in the city.	 1. I wanted to confirm the tour details. 2. I wanted to receive a confirmation email from the tour operator. 3. I wanted to receive a text message from the tour operator with the tour details.	 1. I wanted to confirm the tour details. 2. I wanted to receive a confirmation email from the tour operator. 3. I wanted to receive a text message from the tour operator with the tour details.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	 1. I saw a post on Facebook about a local city tour. 2. I clicked on the link and read about the tour. 3. I contacted the tour operator for more information. 4. I signed up for the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.	 1. I took the tour and saw the sights. 2. I interacted with the tour guide and other participants. 3. I took photos and videos of the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time consuming?	 1. I saw a post on Facebook about a local city tour. 2. I clicked on the link and read about the tour. 3. I contacted the tour operator for more information. 4. I signed up for the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.	 1. I took the tour and saw the sights. 2. I interacted with the tour guide and other participants. 3. I took photos and videos of the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	 1. I saw a post on Facebook about a local city tour. 2. I clicked on the link and read about the tour. 3. I contacted the tour operator for more information. 4. I signed up for the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.	 1. I took the tour and saw the sights. 2. I interacted with the tour guide and other participants. 3. I took photos and videos of the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.	 1. I received a confirmation email from the tour operator. 2. I received a text message from the tour operator with the tour details. 3. I received a call from the tour operator to confirm the tour.