PROJECT DESIGN PHASE- II

CUSTOMER JOURNEY MAP

DATE	06 OCTOBER 2022
TEAM ID	PNT2022TMID15996
PROJECT NAME	Car Resale Price Prediction
MAXIMUM MARKS	2 Marks

CAR RESALE PRICE PREDICTION

Phases

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?

Entice
- Booking Appointment to showroom — Most Users to find resale values of the car
- Visit website or app — A customer navigates to the CRPP predictionsection of our website or app
- Choose a Time, dates, and number of people — The customer types their name, dates, and the number of people who are come along with customer are available
- Browse available sellers Name & Time — The customer sees available seller's name, for their dates to visit showroom
- View detail on Appointment Schedule — after seeing the Timing schedule, the User clicks or taps to view more. They see information about what and when the appointment is fixed, plus the time of day, and sellers guide

Enter
- Start Checking for CRPP — After deciding to go on this Prediction they click the start check button
- Complete payment information — They fill out their contact and credit card information, then continue
- Confirm payment & book for checkup — They see a summary of what they are about to do, then they confirmed and the appointment is booked!
- Email confirmation — An email immediately sends to confirm their appointment and provide details about where and when to meet their guide
- Email reminder — One day before the checkup begins, a reminder email is sent to all user. The email emphasizes where and when to meet, and what to bring (if applicable).

Engage
- Arrive at showroom Location — Using their own means of transportation, the User makes their way to the location at the scheduled time.
- Meet the seller guide — Your customer meet the guide and other people who have take the same checkup the car
- Experience the Checkup — The guide brings the customers around the area, explaining things as they go. Typically this lasts about 3 hours.

Exit
- Leave the guide — The guide end the checkup and everyone heads their separate ways
- Prompt for review — One hour after the checkup finishes, an email and in-app notification prompt the patients for a review
- Writing & submitting review — The user writes a review and gives the predicting CRP app a star-rating out of 5.

Extend
- Check up appears in the user profile — The completed profile appears with users' past checkup' and a user's profile with a few details of customers
- Personalized recommendations — users who undergone predicting CRP informs them to meet our doctor for further clarifications.
- Personalized other CRPP relatedcheckups — The user receive an email few days after that checkup with personalized recommendations for other check up

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?

Entice
- Whether the app predicts correct information?
- Will it give results within a Single day ?
- What are the details it will ask for predicting CRP?
- CRP detection section of the website, iOS app, or Android app
- The Sellers guide makesfirst appearance at this point, although the user doesn't interact with them yet.

Enter
- CRP detection section of the website, iOS app, or Android app
- Payment overlay within the website, iOS app, or Android app
- Customer's email (software like Outlook or website like Gmail)

Engage
- Direct interactions with the guide, and potentially with other members
- The User looks for t guide, often from a distance as they walk closer
- Some customers includeinteractions with otherpeople or restaurant staff (e.g. on a food court)
- Most common objects people interact with on checkup are color, mileage etc.,

Exit
- To some degree, this is communicating indirectly with the Nurse guide, who will see their review
- Often takes place at the same place where the group met the guide, but not always
- "Leave a review" modal window within the profile on the website, iOS app, or Android app
- Depending on the User and guide, tipping/cash may be involved

Extend
- Customer's email (software like Outlook or website like Gmail)
- Completed experiences section of the profile on the website, iOS app, or Android app
- If other users interact with this person, they will see these completed checkup also
- Recommendations span across website, iOS app, or Android app

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

Entice
- Help me to reach this CRP prediction section floor
- Help me have correct results from prediction
- Help me to avoid seeing doctor for the wrong dates, times ,
- Help me to learn what instructions doctor gave

Enter
- Help me understand what this App will do all this
- Help me get through this payment part without too much hassle
- Help me feel confident that my appointment is finalized and tell me what to do next
- Help me make sure i don't forget about my checkup so that I don't waste money or get disappointed

Engage
- Help me feel confident about where to go and which one of these people is my guide
- Help me feel good about my decision to go on this checkup.
- Help me leave the showroom with goodfeelings and no awkwardness

Exit
- Help me spread the word about a great Prediction app and feedback for one that was not so good

Extend
- Help me see what I've done before
- Help me see what I could be doing next

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or excellent?

Entice
- It's fun to look at options and imagine doing CRP prediction like some experiences
- Some Test results we are taking are exciting to see
- It's reassuring to read reviews written by old patients

Enter
- Excitement about the checkup ("Here we go!")
- Current payment flow is very simple
- We've heard from several people that the reminder emails were essential, especially if they booked way in advance

Engage
- Our guides tend to be so good that people are reassured when they meet their guide
- People love the showroom staffs treatingcustomers, we have a 98% satisfaction rating

Exit
- People generally leave showroom feeling refreshed and inspired

Extend
- We think people like these recommendations because they have a extremely high engagement rate

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice
- People sometimes forget to put in their dates & time which leads them to discover problems they can't actually attend
- Several people expressed "information overload" as they browse
- People express a bit of fear taking at this step

Enter
- Trepidation about the Checkup for predicting CRPP ("I hope this will be worth it!")

Engage
- People expressed awkwardness about finding their guide in a showroom
- Sometimes people are matched up with nurse guides that they don't really like

Exit
- People are unclear whether a tip is necessary, especially from Affected ones
- Users report feeling review fatigue
- People describe leaving a review as an arduous process

Extend
- We have very low review rates (15% of people review experiences)

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice
- If you don't follow this procedure immediately after your Booking, could we send a follow-up?
- Could we automatically carry over the prediction website from your booking? (e.g. via a cookie)
- Make it easier to compare and predict CRPP for experiences without having to click on them

Enter
- Provide a simpler summary to avoid information overload
- Show highlights or common phrases from reviews of old patients

Engage
- How might we make our guides easily identifiable (via a name colour,mileage for example)

Exit
- How might we make it clear that tipping is appreciated but not necessary?
- How might we totally eliminate this awkward moment?

Extend
- Could we A/B test different language to see what changes response rates?
- How might we progressively disclose the full review so that each step feels more simpler?