

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

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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

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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 the experience, move each these "How do I know it's right?" checkboxes on the knowledge you are documenting.

Scenario Browsing, booking, attending, and taking a local city tour	Enter How does someone initially become aware of this 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?
<div>Steps</div> <p>What does this person (or group) typically experience?</p> <div> <div>Use online webpage or</div> <div>Message through chat</div> <div>Website to book</div> <div>Personalized email</div> </div>	<div>Message through chat</div> <div>Personalized email</div> <div>Website to book</div> <div>Personalized email</div>	<div>Customer search site</div> <div>Enter booking on details</div> <div>Product page</div> <div>Booking page</div> <div>Registration on website</div> <div>Finalizing booking details</div>	<div>User feedback on product</div> <div>Product page</div> <div>Get latest news</div> <div>Join newsletter</div>	<div>Exit the webpage</div> <div>Get latest news</div> <div>Join newsletter</div>
<div>Interactions</div> <p>What interactions do they have at each step along the way?</p> <p>• People: Who do they see or talk to?</p> <p>• Places: Where are they?</p> <p>• Things: What digital touchpoints or physical objects would they use?</p>	<div>Customer</div> <div>Website touchpoints</div> <div>Personalized email</div>	<div>Enter</div> <div>Message</div>	<div>Customer</div> <div>Finalizing booking details</div> <div>Customer</div>	<div>Home</div> <div>Product page</div> <div>Product page</div>
<div>Goals & motivations</div> <p>At each step, what is a person's primary goal or motivation? ("I hope me..." or "I hope me avoid...")</p>	<div>Booking details</div> <div>Booking details</div>	<div>Check message</div>	<div>Get latest news and newsletter</div>	<div>Customer feedback and newsletter</div>
<div>Positive moments</div> <p>What does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div>Website touchpoints</div> <div>Personalized email</div>	<div>Booking page</div> <div>Product page</div>	<div>Product page</div> <div>Product page</div>	<div>Product page</div>
<div>Negative moments</div> <p>What does a typical person find frustrating, confusing, annoying, costly, or time-consuming?</p>	<div>Website touchpoints</div> <div>Personalized email</div>	<div>Booking page</div> <div>Product page</div>	<div>Product page</div> <div>Product page</div>	<div>Product page</div>
<div>Areas of opportunity</div> <p>How might we make each step better? What know do we have? What have others suggested?</p>	<div>Website touchpoints</div>	<div>Product page</div> <div>Product page</div>	<div>Product page</div> <div>Product page</div>	<div>Product page</div>