





























































PROJECT DESIGN PAHSE – II

CUSTOMER JOURNEY MAP

DATE	03 OCTOBER 2022
TEAM ID	PNT2022TMID37289
PROJECT NAME	CAR RESALE VALUE PREDICTION
MAXIMUM MARK	04

Scenario Predicting car resale value.	 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?	 Through advertisements on social media  Customer request for the required car  I prefer purchasing other services, typically experienced during the process	 Home Page  Introduction video  Screen available after the first process	 User enters car details  Processes for details on the about  Recommend the predicted car value	 User gets the predicted value  User finds the best market price of the car	 user satisfied with the report  User gets a a detailed report about car
 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?	 Customer  Early on-screen website  Interaction with a thing	 A time for giving steps for prediction  An on-screen report	 User  Model  Predicted value from the model	 Customer  predicted value with payment	 After interacting with the model
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	 Assessing the vehicle  Customer motivation	 To have attractive car  To have requested elements	 To get accurate resale value of the car  To find the price of a predicted car	 Getting a detailed report about car	 Customer can see the predicted value of the car
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	 Customer views details of previous predictions	 To show already known car models and to make accurate value prediction	 Accurate resale value prediction  A prediction a detailed report	 Satisfied Customer	 Customer can see the predicted value of the car
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	 Long process of giving vehicle details	 User cannot verify all the vehicles	 Current prediction already not accurate	 Report based on specific part of vehicle is not available	 User can't verify the predicted value of the car
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	 Easy to access	 Read value for vehicles  User providing car	 Reserve already have requested car the process	 Keeping the car in the best condition	 Increase accuracy and improve the prediction