












CAR RESALE VALUE PREDICTION

CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID37526

SCENARIOS		 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?		<div>Searching for resale car to buy</div> <div>Getting information about the source</div> <div>User need to search for the source for buying a</div> <div>After getting the source to buy, the customer may have a doubt about the usage and problems that may be faced.</div>		<div>Browsing about the car</div> <div>Comparing every cars to buy</div> <div>User may not get desired looking car and car which lead to delay buying the product. Sometimes source may face the process delay.</div> <div>Enough time to buy a car on the way may get confused to buy a good car or after comparing to other cars.</div>		<div>Searching for the car</div> <div>Choosing the car</div> <div>While Searching, user may find difficulties about the selection process.</div> <div>Choosing the car to the user. There will be many options and user will have to choose the best one.</div>		<div>Exiting after booking the car</div> <div>User will eagerly wait for their car to arrive once booking it with many confusions.</div>		<div>Using the car</div> <div>The user will be happy if the car is in good condition or else will be worried about the car and its condition.</div>	
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?		<div>The interaction at online may be either by email, chat or by phone. It is better to have a chat or by phone as it is easier to get the answer or help or any doubt.</div> <div>This interaction may be personal between the customer and advisor through meeting or chatting.</div> <div>What comes about through chatting via phone, PC, browser or the major properties for these interactions.</div>		<div>While browsing the sources the customer may be aware of the car to buy and when a car is found they may contact the dealer to buy it.</div> <div>This can be public or private interaction.</div> <div>Mobile phone, PC and other communicating modes.</div>		<div>The interaction is with the application to buy a car</div> <div>It is an online interaction.</div> <div>Phone, PC and browser</div>		<div>Interaction may be with service center to track the booking details.</div> <div>Online mode with using any smart devices</div>		<div>Interaction with application to share experience as feed back.</div> <div>Online mode with any smart devices</div>	
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")		<div>Help me choosing right choice of car</div> <div>Help me avoid unwanted services and threats while buying car.</div>		<div>Help me not to choose wrong option for the product</div> <div>Help me to get a worthwhile decision about the purchase.</div>		<div>Help me to search based on brand, colour and features</div> <div>Help me to choose good one based on its details</div>		<div>Help me to track the process</div> <div>Help me to get the details about the purchase</div>		<div>Help me to provide feedback</div>	
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		<div>Knowing about Good experience of old user.</div> <div>Good customer care service while checking about the source of car.</div>		<div>Getting others opinion which matching your opinion.</div> <div>Getting proper guidelines from our website to avoid inconvenience while buying.</div>		<div>Getting cars based on our wish</div> <div>Getting better suggestions to buy it while choosing.</div>		<div>Correct process of shipment while tracking</div> <div>Supportive customer service</div>		<div>Getting full experience with the purchase</div>	
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		<div>Not getting proper responses from customer service officers</div> <div>Less rating for an application.</div>		<div>Not getting proper details about the application</div> <div>Not promising facilities of application</div>		<div>Getting repeated suggestions and less collections</div> <div>Doubtful details and improper information</div>		<div>Getting delay in delivery</div> <div></div>		<div>Getting unfulfilled feeling about the purchase</div>	
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?		<div>Having best customer service</div> <div>Advising our product in positive way with proper and valid properties to make customer happy and to have better feedback from the user.</div>		<div>Having good guidelines to users while using the application</div> <div>Collecting and providing proper and factual details about the product</div>		<div>Getting more readers with proper details and insurance</div> <div>Providing proper details with proof</div>		<div>Providing the correct details about the process with proof</div> <div>Responding to customers doubt and problems immediately</div>		<div>If customer is not happy with the car, they need to return it. If they need to return it, they need to have a good reason and a good service from the dealer.</div>	