SCENARIOS Browsing, booking car,	Entice	<b>Enter</b>	Engage	Exit	<b>Extend</b>
mparing values with desired need( color, engine, etc.)	How does someone initially become aware of this process?	What do people experience as they	In the core moments in the process, what	What do people typically experience as the process finishes?	What happens after the experience is over?
	or una process:	begin the process?	happens?	as the process inhistres:	
Steps What does the person (or group) typically experience?	User need to search for the source for buying a car  After getting the source to buy, the customer may have a doubt about the usage and problems they may face	Browsing about the Comparing every car cars to buy	Used cars are more affordable  Safety features, reliability and resale value have a positive impact on purchasing decision	Exiting after booking the car	Using the car
	Searching for resale car to buy  Getting information about the source	Even though, buying a resale car, the customer may question its performance with other cars  User may not get the car design and price which may lead to not buying the product	A car will act as a status symbol for the buyer	User will eagerly wait for their car to arrive once booking it with many confusions	The user will be happy if the car is in good condition or else will worry about the car and unsatisfied
Interactions  What interactions do they have at each step along the way?	Browse through thousands of car models listed on the website  Choose a suitable car that will fulfill our needs among the wide range of cars	This can be public or and another private interaction communicating modes	360 degree tour will bring a virtual showroom experience in a website  Reserve the car of the user's own choice	Interaction may be with service center to track the booking details	Interaction with application to share experience as feedback
<ul> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or</li> </ul>		Examine the car interior, air	In case of purchase, the amount will be Confirm reservation	Online mode with	
physical objects would they use?		conditioning, speedometer, etc.	the amount will be adjusted against the total amount  Confirm reservation by paying a refundable deposit	using any smart devices	Online mode with any smart devices
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me choosing right choice of car services and threads while buying car	Help me not to choose wrong option for the product  Help me to get worthful decision about the purchase	Help me to search based on brand, color and features  Help me to choose good one based on its details	Help me to track the process  Help me to get the details about the purchase	Help me to provide feedback
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Knowing about good experience of old user  Good customer care service while checking about the source of car	Getting other opinions which should match your opinion  Getting proper guidelines from pur wellwishers to avoid inconvenience while buying	Getting cars based on our wish  Getting better suggestions to buy it while choosing	Correct process of shipment while tracking  Supportive customer service	Getting fulfill experience with the purchase
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Not getting proper responses from Less rating for an customer service application officers	Not getting proper details abouot the application application	Getting repeated suggestions and less collections  Doubtful details and improper information	Getting delay in delivery  Most of us dont have enough cash to pay ouright	Getting unfulfilled feeling about the purchase
Areas of opportunity  How might we make each step better? What ideas do we have?	Having best customer sevice  Advertising our product in positive way with proper and valid properties to make customer happy and try	Having good Collecting and guidelines to users providing proper and while using the factual details about	Getting more resale buyers with proper details and insurance  Providing proper details with proof	Providing the correct details about the process with proof  Responding to customers doubt and problems	If customer is unfulfilled, ask them about return process. If they need to return, then know very well about their desire