

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

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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 "Yes, I've got it" or "No, I haven't" checkboxes on the screen so you are documenting.

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	<div>How does someone initially become aware of this process?</div>	<div>What do people experience as they begin the process?</div>	<div>In the core moments in the process, what happens?</div>	<div>What do people typically experience as the process finishes?</div>	<div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>User enters webpage at</div> <div>Website shows the details</div> <div>Product is rated</div> <div>Review is published online</div>	<div>Homepage shown</div> <div>Product list</div> <div>Customer clicks on</div> <div>Site is loaded (for getting info)</div>	<div>Customer searches</div> <div>Before entering car details</div> <div>Product Value</div> <div>Rating is high</div> <div>Engagement in website</div> <div>Product is rated online</div>	<div>User follows product to</div> <div>Product Value</div> <div>Product is rated</div> <div>Review is published online</div>	<div>Exit the webpage</div> <div>Product Value</div> <div>Review is published online</div> <div>Review is published online</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div>People: Who do they see or talk to?</div> <div>Places: Where are they?</div> <div>Things: What is great touchpoints or physical objects would they use?</div>	<div>Customer</div> <div>Website</div> <div>Product is rated</div> <div>Review is published online</div>	<div>Enter</div> <div>Enter</div>	<div>Customer</div> <div>Engagement in website</div> <div>Customer</div>	<div>Customer</div> <div>Product is rated</div> <div>Product Value</div>	<div>Exit</div> <div>Product Value</div> <div>Review is published online</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Research Product</div> <div>Research Product</div>	<div>Check category</div>	<div>Get car details in the website</div>	<div>Get car details in the website</div>	<div>Research Product</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Research Product</div> <div>Research Product</div>	<div>Research Product</div> <div>Research Product</div>	<div>Research Product</div> <div>Research Product</div>	<div>Research Product</div> <div>Research Product</div>	<div>Research Product</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Research Product</div> <div>Research Product</div>	<div>Research Product</div> <div>Research Product</div>	<div>Research Product</div> <div>Research Product</div>	<div>Research Product</div> <div>Research Product</div>	<div>Research Product</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Research Product</div>	<div>Research Product</div> <div>Research Product</div>	<div>Research Product</div> <div>Research Product</div>	<div>Research Product</div> <div>Research Product</div>	<div>Research Product</div>