

Project Design Phase II

Customer Journey Map

Date	02-11-2022
Team ID	PNT2022TMID42617
Project Name	Car Resale value Prediction
Maximum Marks	4 Marks

Reference:

<https://app.mural.co/t/carresalevalueprededction3791/m/carresalevalueprededction3791/1667379594806/869774516a7a56d0dc6ff46ad1a270c97a626b97?sender=uda3ba0dd77ecff02aba41957>

Car Resale Value Prediction	Enter	Engage	Exit	Extend
<p>Steps What does the person (or group) typically experience?</p> <p>Interactions What interactions do they have at each step along the way?</p> <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? <p>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> <p>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> <p>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p> <p>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Enter How does someone initially become aware of this process?</p> <p>Engage In the early moments in the process, what happens?</p> <p>Exit What do people typically experience as the process finishes?</p> <p>Extend What happens after the experience is over?</p>	<p>Enter How does someone initially become aware of this process?</p> <p>Engage In the early moments in the process, what happens?</p> <p>Exit What do people typically experience as the process finishes?</p> <p>Extend What happens after the experience is over?</p>	<p>Enter How does someone initially become aware of this process?</p> <p>Engage In the early moments in the process, what happens?</p> <p>Exit What do people typically experience as the process finishes?</p> <p>Extend What happens after the experience is over?</p>	<p>Enter How does someone initially become aware of this process?</p> <p>Engage In the early moments in the process, what happens?</p> <p>Exit What do people typically experience as the process finishes?</p> <p>Extend What happens after the experience is over?</p>