



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

 **Product School**

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





Project: CAR RESALE VALUE PREDICTION

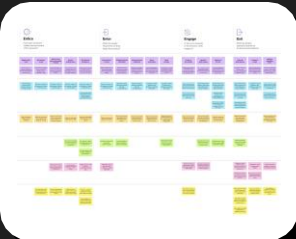
Document an existing experience

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 "Five Es" the left or right depending on the scenario you are documenting.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Looking for a resale</div> <div>Obtaining Knowledge About the source</div> <div>The user must look for a source before purchasing a car.</div> <div>The customer considers the potential issues that may arise after learning source</div>	<div>Searching for a car</div> <div>Buying a Car Comparison</div> <div>Even if the car is a resale, the user will compare it to others and look for the best features.</div> <div>The user may not begin receiving the desired feature car, usually cause the user to abandon the product.</div>	<div>Starting for a car</div> <div>Selecting a car</div> <div>Whereas browsing, the customer may encounter difficulties in selecting a vehicle.</div> <div>The simply select the car he desires and presses the forecasting checkbox to learn the cost.</div>	<div>Planning to leave after selecting the car</div> <div>The user receives the resale value price that they requires in order to purchase the car.</div>	<div>customer feedback</div> <div>Website of Contact</div> <div>The user must provide his contact information expresses his thoughts on the the website has provided a service</div> <div>User expresses his opinion about the User will be satisfied if the desired the desired car otherwise, it will be dissatisfied.</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>There could be two people in the conversation. One is the required auto buyer, while the other is a knowledgeable</div> <div>The customer and guide may meet or speak on a personal level during their contact.</div> <div>A laptop, smartphone, browser, and access to the Internet are required for communication.</div>	<div>The user discovers the platform's website.</div> <div>The user would be able to browse through all of the project's documents.</div>	<div>The prediction page will be accessible to the user.</div> <div>The user will have access to the estimation page.</div>	<div>Communication with the repair centre may be required to track the booking information</div> <div>The customer support page can be found at the bottom of the website.</div>	<div>Conversation as a tool for sharing experience as feedback</div> <div>The customer will be able to find the review page at the bottom of the website.</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>Help me get this Ownership Costs</div> <div>Help me the need assistance selecting an automobile.</div>	<div>Please assist me in not selecting the incorrect product option.</div> <div>Please assist in locating the home page.</div>	<div>Kindly help me in narrowing my search by brand, colour, and feature.</div> <div>Help with determining the resale car price</div>	<div>Assist me in keeping track of the process</div> <div>The user will learn more about the website and how they sell cars.</div>	<div>User feedback will be useful in improving the website.</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>The website appears to be both appealing and informative.</div> <div>Recognizing about previous users' positive experiences</div>	<div>consumer will be eager to explore the website.</div> <div>Obtaining opinions that are similar to yours</div>	<div>The user will be able to locate the predicted value to be sold.</div> <div>Gradually improving recommendations when selecting a vehicle</div>	<div>Appropriate shipping and tracking procedure</div> <div>Customer support that really is beneficial</div>	<div>The evaluations will be beneficial to improvement prospective preconceptions of the webpage</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Not having received adequate answers from customer support promises.</div> <div>As a result of the laborious process</div>	<div>Inadequate information well about implementation</div> <div>There aren't any highly promising components.</div>	<div>Not getting appropriate data received</div> <div>Details that are questionable and incorrect information</div>	<div>Beginning to experience an end to end delay</div> <div>It is unsatisfactory that no properly sales price is made available.</div>	<div>Becoming displeased with both the acquisition</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>To provide quality service</div> <div>Marketing our commodity in a positive and constructive manner that meets the requirements of the consumer</div>	<div>Providing instructions to consumers so they can use the implementation</div> <div>Gathering and providing accurate information about the product</div>	<div>Achieving further readers with appropriate documentation and general liability</div> <div>Supplying reliable information and confirmation</div>	<div>Having adequate interpret data</div> <div>Addressing customer problems and concerns as as promptly as possible</div>	<div>Whereas if consumer is displeased with both the product, they can return it by illustrating the capabilities.</div>



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