CAR RESALE VALUE PREDICTION   **CUSTOMER JOURNEY MAP**   **TEAM ID: PNT2022TMID07231**

SCENARIOS	Entice	Enter	Engage	Exit	Extend
Browsing, booking car, comparing car values with desired need (i.e engine used colour brand etc)	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps — What does the person (or group) typically experience?					
Interactions — What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?					
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me ..." or "Help me avoid...")					
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?					
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?					
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?					