

## CAR RESALE VALUE PREDICTION

## CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID07321

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?
<b>Steps</b> What does the person (or group) typically experience?	Searching for make car to buy Finding information about the brand User research advice for the process for booking it	Browsing about the car Comparing early car prices User research advice for the process for booking it Comparing early car prices	Searching for the car Choosing the car User research advice for the process for booking it Comparing early car prices	Booking after finding the car User research advice for the process for booking it Comparing early car prices	Using the car User research advice for the process for booking it Comparing early car prices
<b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices	User research advice for the process for booking it Comparing early car prices User research advice for the process for booking it Comparing early car prices