












CAR RESALE VALUE PREDICTION

CUSTOMER JOURNEY MAP

| SCENARIOS |  Entice How does someone initially become aware of this process? |  Enter What do people experience as they begin the process? |  Engage In the core moments in the process, what happens? |  Exit What do people typically experience as the process finishes? |  Extend What happens after the experience is over? |
|---|---|--|---|---|---|
|  Steps What does the person (or group) typically experience? | <div>Searching for resale car to buy</div> <div>Getting information about the source</div> <div>User need to search for the source for buying it</div> <div>After getting the source to buy, the customer may have a doubt about the source and problems that may be faced.</div> | <div>Browsing about the car</div> <div>Comparing every cars to buy</div> <div>User may not get desired quality and price and had to keep buying that product. Sometimes internet quality makes this process worse.</div> <div>Even though like to buy a vehicle, but the user may get confused to buy a good performing car after comparing to other cars.</div> | <div>Searching for the car</div> <div>Choosing the car</div> <div>While Searching, user may find difficulties about the selection process.</div> <div>Choosing the car to the user. They will not go to the dealer and choose the car. They will look for the car on the internet and choose the car.</div> | <div>Exiting after booking the car</div> <div>User will eagerly wait for their car to arrive once booking it with many confusions.</div> | <div>Using the car</div> <div>The user will be happy if the car is in good condition or else will be worried about the car and its condition.</div> |
|  Interactions What interactions do they have at each step along the way? <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? | <div>The interaction at enter may be when the person goes to the dealer or online to buy a car and choose the car to buy.</div> <div>This interaction may be between the customer and the dealer through meeting or chatting.</div> <div>When comes about things, it may be through phone, PC, browser or the dealer's website.</div> | <div>When browsing the process, the customer may be confused about the car to buy. They may not get the desired quality and price and had to keep buying that product. Sometimes internet quality makes this process worse.</div> <div>This can be public or private interaction.</div> <div>Mobile phone, PC and other communicating modes.</div> | <div>The interaction is with the application to buy a car.</div> <div>It is an online interaction.</div> <div>Phone, PC and browser.</div> | <div>Interaction may be with service center to track the booking details.</div> <div>Online mode with using any smart devices.</div> | <div>Interaction with application to share experience as feedback.</div> <div>Online mode with any smart devices.</div> |
|  Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | <div>Help me choosing right choice of car.</div> <div>Help me avoid unauthorised services and threats while buying car.</div> | <div>Help me not to choose wrong option for the product.</div> <div>Help me to get worthwhile decision about the purchase.</div> | <div>Help me to search based on brand, colour and features.</div> <div>Help me to choose good one based on its details.</div> | <div>Help me to track the process.</div> <div>Help me to get the details about the purchase.</div> | <div>Help me to provide feedback.</div> |
|  Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | <div>Knowing about Good experience of old user.</div> <div>Good customer care service while checking about the source of car.</div> | <div>Getting others opinion which matching your opinion.</div> <div>Getting proper guidelines from our website to avoid inconvenience while buying.</div> | <div>Getting cars based on our wish.</div> <div>Getting better suggestions to buy it while choosing.</div> | <div>Correct process of shipment while tracking.</div> <div>Supportive customer service.</div> | <div>Getting full experience with the purchase.</div> |
|  Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | <div>Not getting proper responses from customer service officers.</div> <div>Less rating for an application.</div> | <div>Not getting proper details about the application.</div> <div>Not promising facilities of application.</div> | <div>Getting repeated suggestions and less collections.</div> <div>Doubtful details and improper information.</div> | <div>Getting delay in delivery.</div> | <div>Getting unfulfilled feeling about the purchase.</div> |
|  Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | <div>Having best customer service.</div> <div>Advertising our product in positive way with proper and valid properties to make customer happy and try more based on their wish.</div> | <div>Having good guidelines to users while using the application.</div> <div>Collecting and providing proper and useful details about the product.</div> | <div>Getting more resellers with proper details and insurance.</div> <div>Providing proper details with proof.</div> | <div>Providing the correct details about the process with proof.</div> <div>Responding to customers doubt and problems immediately.</div> | <div>If customer unfulfilled, then about what is a reason. If they are not happy, then they may not want about their car and they may not want to buy it.</div> |