












CAR RESALE VALUE PREDICTION

CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID05841

<p>SCENARIOS</p> <p>Browsing, booking car, comparing car values with desired need(i.e engine used colour brand etc)</p>	<p></p> <p>Entice</p> <p>How does someone initially become aware of this process?</p>	<p></p> <p>Enter</p> <p>What do people experience as they begin the process?</p>	<p></p> <p>Engage</p> <p>in the core moments in the process, what happens?</p>	<p></p> <p>Exit</p> <p>What do people typically experience as the process finishes?</p>	<p></p> <p>Extend</p> <p>What happens after the experience is over?</p>
<p> Steps</p> <p>What does the person (or group) typically experience?</p>	<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 a</div> <div>After getting the source, the customer may have a doubt about the origin 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 results and go up to a friend to advice about the product, sometimes they may finally makes the process easier.</div> <div>Even though he to buy a model car, the user may get confused to buy a good performing car while connecting to other car.</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 between the user, the user may find it difficult to choose one car over another, as they have to compare the features of both cars and make their own decision about the best 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 if in good condition or else will be worried about the car and unsatisfied</div>
<p> Interactions</p> <p>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? 	<div>The interaction of value may be between two people, one is known and another is a new one or one is experienced buyer or any about</div> <div>This interaction may be personal between the customer and seller through meeting or chatting</div> <div>When comes about things, chatting via phone, PC, browser are the major properties for these interactions.</div>	<div>After beginning the process the customer need to interact with the car, they need to make sure that they are able to use the car to their own work</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 feed back</div> <div>Online mode with any smart devices</div>
<p> Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div>Help me choosing right choice of car</div> <div>Help me avoid unauthorized services and threads 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>
<p> Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<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 wellknown 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>
<p> Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div>Not getting proper responses from customer service offices</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>
<p> Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<div>Having best customer service</div> <div>Advertising our product in positive way with proper and valid properties to make customer happy and to have 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 is satisfied, we have about their process, if they need to share their view only with about their share and their views according to it.</div>