

# PROJECT DESIGN PHASE-II

## CUSTOMER JOURNEY MAP

Date	18 October 2022
Team ID	PNT2022TMID20203
Project Name	Project - Car Resale Value Prediction
Maximum Marks	4 Marks

### 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.

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**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.

**TP** As you add steps to the experience, when used from Row 21, this will help document on the context, why and how something is done.

Activities	Entice	Enter	Engage	Exit	Extend
<b>Browsing, looking, attending, and exiting a local city tour</b>	<b>Entice</b> How does someone initially become aware of this process?	<b>Enter</b> What do people experience as they begin the process?	<b>Engage</b> In the core moments of the process, what happens?	<b>Exit</b> What do people typically experience as the process finishes?	<b>Extend</b> What happens after the experience is over?
<b>Steps</b> What steps does the person (or group) typically experience?	User arrives at the page User clicks on the car details User clicks on the car details	Homepage view First input field If needed, user clicks on the car details	Customer search bar User searches for a car Product list Searching cars Beginning to see the results At the end of the search results	User clicks on the car details Customer Product value Send a text message User to be happy	User gets the car User gets the car User gets the car
<b>Interactions</b> 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?	Customer User through website User through website	User a search engine User to see the car details	Customer Input Car orders	Customer Product value When the process is completed	User interacting with the car User interacting with the car
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? (e.g., "I want to see the car details")	Searching for a car Searching for a car	Check the car details	To know the car details	Getting the car details	Customer can get the car details
<b>Positive moments</b> After steps does a typical person feel joy, pride, satisfaction, fun, something delightful, or exciting?	Customer gets the car details It is very useful	Already know the car details	Customer can find the car details Best value for the car	Satisfied on the car The accurate price of the car	User can find the car details
<b>Negative moments</b> What steps does a typical person feel frustration, confusion, anger, worry, or time-consuming?	Sometimes the car details are confusing Disappointing	Being a bad product The car is not what I want	Searching for the car The car is not what I want	The car is not what I want The car is not what I want	User can find the car details
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Search for a car Search for a car	Find the best car Best value for the car	Improve the car Improve the car	Improve the car Improve the car	User can find the car details

**Need some inspiration?**  
Here are some examples of how to use this template.

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