

# PROJECT DESIGN PAHSE – II

## CUSTOMER JOURNEY MAP

Scenario Predicting car resale value.	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?
<b>Steps</b> What does the person (or group) typically experience?	Through advertisements on social media Customer requests for the required car Learn something about customer who wants to buy a car Learn something about customer who wants to sell a car	Home Page Services cards Phone contact and first touch	After getting car details Presenting the details on CRM tool Personalize the predicted car value	User gets the predicted value User clicks the link provided on the car	User interacts with their search User gets a e delivered report about car
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	Customer Early interaction with Interaction with a thing	Is time for getting more information See website about car in the app	Enter Exit Predicted value from the report	Customer Predicted value gets displayed	Enter website and the value
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Accessing the website Check if available	To find location of car To learn responses answers	To get accurate value of the car To find the price of a predicted car	Getting a realistic amount from car	Customer can see the predicted value of the car
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer can see the predicted value of the car	To learn about a car and how to get a predicted value	Accurate value predicted A prediction a detailed report	Verified Customer	Customer can see the predicted value of the car
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time consuming?	Long process of getting value from	Car cannot easily be sold	Car cannot be sold for a predicted value	Report cannot be used to sell the car for a predicted value	Car cannot be sold for a predicted value
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Easy to access	Get value for the car Get pricing of	Get accurate value of the car Get pricing of	Get accurate value of the car Get pricing of	Get accurate value of the car Get pricing of

