CAR RESALE VALUE PREDICTION CUSTOMER JOURNEY MAP TEAM ID: PNT2022TMID16274

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?

Steps — What does the person (or group) typically experience?

Entice	Enter	Engage	Exit	Extend
Searching for resale car to buy / Getting information about the source	Browsing about the car / Comparing every cars to buy	Searching for the car / Choosing the car	Exiting after booking the car	Using the car
User need to search for the source for buying a / After getting the source to buy, the customer may have a doubt about the usage and problems that may be faced.	User may not get desired variety and price which lead to giveup buying the product. Sometimes internet facility makes the process worse. / Eventhough like to buy a resale car, the user may get confusion to buy a good performing car while comparing to other cars.	While Searching, user may find difficulties about the selection process. / Choosing the car is the main Step while buying it. The better one choose, the better it will. So the end user have to perform steps to buy the car.	User will eagerly wait for their car to arive once booking it with many confusions	The user will be happy if the car if in good condition or else will worried about the car and unsatisfied

Interactions — 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?

Entice	Enter	Engage	Exit	Extend
The interaction at entice may be within two people, one is buyer who needs to buy a car and another one is exoerienced buyer or any adviser / This interaction may be personal between the customer and adviser through meeting or chatting. / When comes about things, chatting via phone , PC , browsers are the major properties for these interactions.	While beginning the process, the customer need to interact with his/ her list by you wall advisers as a opinion about his/her decision and to know about the wish / This can be public or private interaction. / Mobile phone, PC and aother communicating modes.	The interaction is with the application to buy a car / It is an online interaction / Phone, PC and browser	Interaction may be with service center to track the booking details / Online mode with using any smart devices	Interaction with application to share experice as feed back / Online mode with any smart devices

Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Entice	Enter	Engage	Exit	Extend
Help me choosing right choice of car / Help me avoid unauthorised services and threads while buying car.	Help me not to choose wrong option for the product / Help me to get worthful decision about the purchase.	Help me to search based on brand, colour and features / Help me to choose good one based on its details	Help me to track the process / Help me to get the details about the purchase	Help me to provide feedback

Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice	Enter	Engage	Exit	Extend
Knowing about Good experience of old user. / Good customer care service while checking about the source of car	Getting others opinion which matching your opinion. / Getting proper guidelines from our wellwishers to avoid inconvenience while buying.	Getting cars based on our wish / Getting better suggestions to buy it while choosing	Correct process of shipment while tracking / Supportive customer service	Getting fullfil experice with the purchase

Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice	Enter	Engage	Exit	Extend
Not getting proper responses from customer service officers / Less rating for an application.	Not getting proper details about the application / Not promising facilities of application	Getting repeated suggestions and less collections / Doubtful details and improper information	Getting delay in delivery	Getting unfulfilled feeling about the purchase

Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?

Entice	Enter	Engage	Exit	Extend
Having best customer service / Advertising our product in positive way with proper and valid properties to make customer happy and try save based on their wish	Having good guidelines to users while using the application / Collecting and providing proper and factful details about the product	Getting more resales with proper details and insurence / Providing proper details with proof	Providing the correct details about the process with proof / Responding to customers doubt and problems immediately	If customer unfulfilled, can learn about return process. If they need to return, then know very well about their desire and show options according to it.