











	<div><div>Entice How does someone initially become aware of this process?</div></div>	<div><div>Enter What do people experience as they begin the process?</div></div>	<div><div>Engage In the core moments in the process, what happens?</div></div>	<div><div>Exit What do people typically experience as the process finishes?</div></div>	
<div><div>Steps What does the person (or group) typically experience?</div></div>	<div><div>Need for selling vehicle</div><div>Customer may want to sell their old car</div><div>Browsing the Web</div><div>Customer stumbles upon our website</div></div>	<div><div>Enter the website</div><div>Customer logs on to the website while browsing on the internet</div><div>Calculate resale value of current customer's car</div><div>Customer can input details into finding the resale value of their car</div><div>Customer can browse the available list</div><div>Customer can see all the available cars and their resale values</div></div>	<div><div>Customer waits for website to generate value</div><div>Customer receives accurate predictions</div></div>	<div><div>Customer leaves the website</div><div>Customer leaves satisfied with the value predicted</div></div>	
<div><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></div>		<div><div>Customer interacts with the login portal</div><div>Customer interacts with a form receiving inputs</div></div>	<div><div>Customer interacts with a display printing the details</div></div>	<div><div>Customer interacts with the log off screen</div></div>	
<div><div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Help me get a website</div></div>	<div><div>Help me access the website</div><div>Help me find an accurate value</div><div>Help me view other available values</div></div>	<div><div>Help me save time by efficient calculation</div></div>	<div><div>Help me exit the website smoothly</div></div>	
<div><div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Sign of relief after getting a website</div></div>	<div><div>Positive with the smooth register process</div><div>Happy with the accurate prediction</div></div>	<div><div>Eager to get results</div></div>	<div><div>Satisfied with the experience</div></div>	
<div><div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Frustrated till website found</div></div>	<div><div>People might not be happy with a compulsory login to access resource</div></div>	<div><div>Waiting time increase could bother certain customers</div></div>		
<div><div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Advertise better for easing the process of finding the website</div></div>	<div><div>Make website appealing for a better experience</div></div>	<div><div>Implement efficient predicting model to decrease waittime</div></div>		