

Project Design Phase-II

Customer journey map

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Team ID	PNT2022TMID08862
Project Name	Car Resale value Prediction

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.

Product School

10 Show previous feedback

Document an existing experience

Before your team is able to experience or process within an existing product or service, in the **Steps** row, document the step-by-step process outline. Typically experiences, then add details to each of the other rows.

Discover	Enter	Engage	Exit	Extend
Steps What are the steps in your process?	Enter How do you enter the process?	Engage How do you engage the process?	Exit How do you exit the process?	Extend How do you extend the process?
Interactions What interactions do you have with the process?	Enter How do you enter the process?	Engage How do you engage the process?	Exit How do you exit the process?	Extend How do you extend the process?
Goals & motivations What are the goals and motivations for the process?	Enter How do you enter the process?	Engage How do you engage the process?	Exit How do you exit the process?	Extend How do you extend the process?
Positive moments What are the positive moments in the process?	Enter How do you enter the process?	Engage How do you engage the process?	Exit How do you exit the process?	Extend How do you extend the process?
Negative moments What are the negative moments in the process?	Enter How do you enter the process?	Engage How do you engage the process?	Exit How do you exit the process?	Extend How do you extend the process?
Areas of opportunity What are the areas of opportunity in the process?	Enter How do you enter the process?	Engage How do you engage the process?	Exit How do you exit the process?	Extend How do you extend the process?