

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

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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.

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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.

TIP
As you add steps to the experience, move each these "The End" tile left or right, depending on the scenario you are documenting.

SCENARIO Browsing, booking, attending, and rating a local city tour	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?
Steps What does the person (or group) typically experience? 	 User enters webpage url Webpage shows car details Webpage is nice Required Car details input	 Homepage shown First round trip Location not shown Short car to travel Car is not full	 Customer Search cars Enter entering car details Booking shown Booking time Booking time Booking time	 User clicks to print value Print Value User clicks to print value User clicks to print value	 Exit the webpage Get Best Cars Get best value at the car Score to be happy
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?	 Customer Webpage through car details Webpage with car details	 User Vehicle	 Customer Engage in car details User clicks	 Customer Webpage through car details Print Value	 User Get Best Cars Score
Goals & motivations At each step, what is a person's primary goal or motivation? ("I help me..." or "I help me avoid...")	 Booking, booking Booking, booking	 Short car to travel	 User clicks to print value	 User clicks to print value	 User clicks to print value
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	 Booking, booking Booking, booking	 Booking, booking Booking, booking	 Booking, booking Booking, booking	 Booking, booking Booking, booking	 Booking, booking Booking, booking
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	 Booking, booking Booking, booking	 Booking, booking Booking, booking	 Booking, booking Booking, booking	 Booking, booking Booking, booking	 Booking, booking Booking, booking
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	 Booking, booking Booking, booking	 Booking, booking Booking, booking	 Booking, booking Booking, booking	 Booking, booking Booking, booking	 Booking, booking Booking, booking