

## CAR RESALE VALUE PREDICTION

## CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID28400

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?
<b>Steps</b> What does the person (or group) typically experience?	Searching for books car to buy Getting information about the source User needs to search for the source for buying	Browsing about the car Comparing with cars to buy Viewing car details Comparing car details with other cars	Searching for the car Choosing the car After searching, user may find difficulties about the searched results	Buying after buying the car User will expect user to find out to use the buying car	Using the car The user will expect to find out to use the buying car
<b>Interactions</b> What interactions do they have all each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	Searching for books car to buy Getting information about the source User needs to search for the source for buying	Browsing about the car Comparing with cars to buy Viewing car details Comparing car details with other cars	Searching for the car Choosing the car After searching, user may find difficulties about the searched results	Buying after buying the car User will expect user to find out to use the buying car	Using the car The user will expect to find out to use the buying car
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("help me..." or "help me avoid...")	Help me to find the right car to buy Help me to find the right car to buy	Help me to find the right car to buy Help me to find the right car to buy	Help me to find the right car to buy Help me to find the right car to buy	Help me to find the right car to buy Help me to find the right car to buy	Help me to find the right car to buy Help me to find the right car to buy
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or satisfying?	Finding the right car to buy Finding the right car to buy	Finding the right car to buy Finding the right car to buy	Finding the right car to buy Finding the right car to buy	Finding the right car to buy Finding the right car to buy	Finding the right car to buy Finding the right car to buy
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Finding the right car to buy Finding the right car to buy	Finding the right car to buy Finding the right car to buy	Finding the right car to buy Finding the right car to buy	Finding the right car to buy Finding the right car to buy	Finding the right car to buy Finding the right car to buy
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Finding the right car to buy Finding the right car to buy	Finding the right car to buy Finding the right car to buy	Finding the right car to buy Finding the right car to buy	Finding the right car to buy Finding the right car to buy	Finding the right car to buy Finding the right car to buy