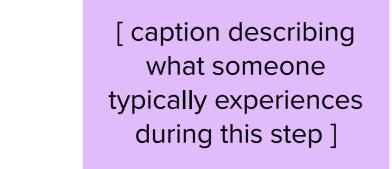
TEAM ID : PNT2022TMID40163
PROJECT TITLE : CAR-RESALE VALUE PREDICTION
CUSTOMER EXPERIENCE JOURNEY MAP



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?	Process the Model Train the Model COMPARE CONSIDER EXPLORE Import the libraries and load the dataset. First, we are going to import all the modules that we are going to need for training our model Preprocess the data Create the model Create GUI to predict digits. Reads Consumer Reports and reviews; keeps a spreadsheet to compare cars Sees TV commericial for a websites, YourCarNext.net, which helps people shop for vehicles; visits the website favourite cars in wishlist	TEST NEGOTIATE EXPECTATIONS DECISION SERVICE Selects a set of cars he plans to test-drive Visits dealership: fills out lead car, discusses process with sales person, drives car, discusses process with sales person, drives car, discusses more; Resarch more, specifically about Resarch more, specifically about Resarch more, specifically about Resarch more, specifically about NEGOTIATE EXPECTATIONS DECISION SERVICE Ability to compare cars and their breakdowns Good photography with closeups, inside and out Video overview of car with severy five contact clustomer service, read product/service documentation Resarch more, specifically about Ability to compare cars and their breakdowns Good photography with closeups, inside and out Video overview of car with severy five contact clustomer service, read product/service documentation	Deciding on which make and model is the best fit. Calling or visiting several dealership, seeking specialist advice. Recognishing the want for new vehicle. Influenced by TV, social media, friends and family. Shortlisiting the options and weighing up the pros and cons from each make and model. Research achieved by visiting third party advertising portals, dealer websites, forums and review websites.	PURCHASE AND REVIEW ENCOURAGE USER GENERATED CONTENT LOYALTY LOYALTY Arranging the sale and confirming finances, dealing one on one with the sales persons. Assessing the quality of the purchase and customer service. 89% of potential buyers cite customer reviews as a key research tool, when looking to buy a car. Utilise this in your content plan. He may refers other customers to you and purchase again in the future	PURCHASE RESEARCH PAY FINISH Use remarketing and email campaigns to Keep your website updated information Scared Added Proud Feels pay dealer and
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	Frustrated Nervous look at advertising Overwhelmed Excited Research type of car Test Drive 3 Cars Excited Concerned Frustrated Additional features extre Frustrated Additional features extre Dont't Trust cetrain dealers Effective missing,fix,add, eliminate	Website capabilites make a difference where visits Providing a good experience at the first tuch point drives more visits Providing a good experience at the first tuch point drives more visits Providing a good experience at the first tuch point drives more visits Providing a good experience at the first tuch point drives more visits Took too much of my time to do paperwork Pifference in experience based on extent of repairs/ service	Seeking specialist advice. TV,socialmedia,friends and family. TV,socialmedia,friends and family. TV,socialmedia,friends and family. TV,socialmedia,friends portals,dealer websites,forums and review websites. TV,socialmedia,friends portals,dealer websites,forums and review websites.	one on one with the sales persons. Assessing the quality of the purchase and customer service. Be confident that I consider the right criteria incl. perfomance, design, total cost of ownership Be confident that I have accurate data [Interaction in a place] Interaction in a place]	email campaigns to stay at the forefront of their mind Make a selection on the car model Get best possible conditions on the loan Get best possible value for my money Get best possible value for my money Get best possible value for my money Scared Added responsibility W/ dealer and responsibility W/ dealer and responsibility Figure 1 Get funds to purchase the car Figure 2 Figure 3 Figure 3 Figure 4 Figure 4 Figure 4 Figure 4 Figure 5 Figure 4 Figure 5 Figure 4 Figure 5 Figure 4 Figure 5 Figure 5 Figure 4 Figure 5 Figure 6 Figure 5 Figure 6 Figure 5 Figure 6
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Find right dealer close-by that has the car Get back home with new car Check that everything is fine with my car Check that order Ensure that all paperwork is in order Make sure that my car works well	Make sure that my car keeps value Minimize time I dont't have my car Minimize time I dont't have my car [Goal or motivation] Global consumer survey, at the top of the checklist are fuel efficiency and safety Arrange dealers appoinment to view and test drive cars	Inspections and repairs are overseen by master technicians Clean,Accident Free vehicles Straight Forward Pricing	Search & Submit Requirements (Make,Model,Year,Trim,etc) Price is the main driving factor Check fair Market Price	Have a Mechanic inspect the car you want to buy Compare offers from Dealers and private Parties Know what you're willing to pay and what you're not, and get comfortable with having to walk away if necessary Take notes anything you to bring up to pay and what you're anything you to bring up to pay and what you're anything you to bring up to pay and what you're willing to pay and what you're willing to pay and what you're willing to pay and what you're anything you to bring up to pay and what you're anything you to bring up to pay and what you're anything you to bring up to pay anything to pay and what you're anything you to bring up to pay anything to pay anything you to bring up to pay anyt
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	You're more likely to get a good deal on a new car with your apperance and demeanor	Search dealership with car models you're considering for promation details. Customer reviews on the expectation Get the Vehicle's History	Understanding the warranty and service Know what options You want	Find financing before visiting a dealer	Know your Credit Know the your
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Stay calm and plan for the negotiation ahead of time by getting preapproved for aloan to avoid overspending Find the perfect car that matches your needs. Ask yourself,"does the model offer enough space,safety features,and fuel economy?"	Choosing between Cash bach or low (or no) financing	The car's value depreciates as soon as you drive it off the lot Have pre-purchse inspection performed	Before leaving confirm that the seller is holding the car for you & that you have the necessary paperwork Your'll have to pay any differnce between this Make sure your "new" car's emissions standards fit your standards fit your standards Your homw state's tax rate once you arrive homw	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Before of clocking rewinding the odometer to lower the car's mileage Check service records Check Mot certificates correspond with the odometer Check for recuurent		If there is no service history for the car make syre you ask why	How many owners has the car had? Find out,the vehicle V5C document will tell you If you know the V5C reference and the vehicle registration then you can check the Mot status onl;ine Learning and inspecting the car's condition would be important before you buy the used car.	Be prepared to include this cost in planning your budget before buying a second-hand car Car insurance premiums will usually increase with age of thecar, and road tax for cars that are older than 10 years.