

# PROJECT DESIGN PAHSE – II CUSTOMER JOURNEY MAP

DATE	05 OCTOBER 2022
TEAM ID	PNT2022TMID40130
PROJECT NAME	CAR RESALE VALUE PREDICTION
MAXIMUM MARK	04

Scenario Predicting car resale value.	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?
<b>Steps</b> What does the person (or group) typically experience?	Through advertisements on social media Customer reports for the required car Customer discussing with someone typically experienced being the car	Home Page Interactive cards Browse available cars and their details	User enters car details Provides the details on BRF about Enterprises the predicted car value	User gets the predicted value User finds the best transaction of the car	User satisfied with their search User gets a detailed report about car
<b>Interactions</b> What interactions do they have at 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?	Customer Early customer website Interaction with a thing	Action to getting steps for purchase Get available model cars in the shop	Shop Model Residual value (left the model)	Customer predicted value gets displayed	After interacting with the user
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Assessing the vehicle Critical information	To have attractive car To have responsive responses	To get the price details about car To find the price of a particular car	Getting a suitable value of their car	Customer can see the predicted value and compare it with the actual value
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer visits homepage of enterprise/automobile	To share details about car services and how to purchase the car	Residual value (left the model) Customer's vehicle production Customer's vehicle report	Satisfied Customer	Customer can compare the predicted value with the actual value
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Long process of getting vehicle report	User cannot easily get the vehicle	Cannot predict the value and demand	User cannot see the predicted value of the car	User can see the predicted value and compare it with the actual value
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Easy to access	More value for money Easy parking lot	Responsive and easy to use the process	Showing the car in the best condition	Improving accuracy and reliability of the predicted value

