

CAR RESALE VALUE PREDICTION

CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID28051

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?	If the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Discovering the need for the car Discovering information about the service Understanding what the car is for Understanding the value of the car	Discovering about the car Comparing value Understanding the value of the car Understanding the value of the car	Searching for the car Choosing the car Understanding the value of the car Understanding the value of the car	Booking the car Understanding the value of the car Understanding the value of the car Understanding the value of the car	Using the car Understanding the value of the car Understanding the value of the car Understanding the value of the car
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?	The customer is aware of the need for the car The customer is aware of the need for the car The customer is aware of the need for the car The customer is aware of the need for the car	The customer is aware of the need for the car The customer is aware of the need for the car The customer is aware of the need for the car The customer is aware of the need for the car	The customer is aware of the need for the car The customer is aware of the need for the car The customer is aware of the need for the car The customer is aware of the need for the car	The customer is aware of the need for the car The customer is aware of the need for the car The customer is aware of the need for the car The customer is aware of the need for the car	The customer is aware of the need for the car The customer is aware of the need for the car The customer is aware of the need for the car The customer is aware of the need for the car
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me find the right car for me Help me find the right car for me Help me find the right car for me Help me find the right car for me	Help me find the right car for me Help me find the right car for me Help me find the right car for me Help me find the right car for me	Help me find the right car for me Help me find the right car for me Help me find the right car for me Help me find the right car for me	Help me find the right car for me Help me find the right car for me Help me find the right car for me Help me find the right car for me	Help me find the right car for me Help me find the right car for me Help me find the right car for me Help me find the right car for me
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Discovering about the car Discovering about the car Discovering about the car Discovering about the car	Discovering about the car Discovering about the car Discovering about the car Discovering about the car	Discovering about the car Discovering about the car Discovering about the car Discovering about the car	Discovering about the car Discovering about the car Discovering about the car Discovering about the car	Discovering about the car Discovering about the car Discovering about the car Discovering about the car
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Not getting the car Not getting the car Not getting the car Not getting the car	Not getting the car Not getting the car Not getting the car Not getting the car	Not getting the car Not getting the car Not getting the car Not getting the car	Not getting the car Not getting the car Not getting the car Not getting the car	Not getting the car Not getting the car Not getting the car Not getting the car
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Making the car more affordable Making the car more affordable Making the car more affordable Making the car more affordable	Making the car more affordable Making the car more affordable Making the car more affordable Making the car more affordable	Making the car more affordable Making the car more affordable Making the car more affordable Making the car more affordable	Making the car more affordable Making the car more affordable Making the car more affordable Making the car more affordable	Making the car more affordable Making the car more affordable Making the car more affordable Making the car more affordable