Car Resale Value Prediction

SCENARIO
Providing information about the used car, Predict the appropriate rate for the used car

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do user experience as they begin the process?	In the core moments in the process, what happens?	What do user typically experience as the process finishes?	What happens after the experience is over?

Steps
What does the person typically experience?

Entice	Enter	Engage	Exit	Extend
Predicting the Used car rate / Visit website or app / Choose a car model / Provide required information about the used car / View details provided are correct or not	Start comparing the information with train dataset / Provide when it needs additional information / Confirm it by click confirm	Display the accurate rate for the used car / To buy the used car through the website	Leave the website/app / Writing & submitting review	User/Customer can return back to Home Page Section

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?

Entice	Enter	Engage	Exit	Extend
Information providing section of the website, iOS app,or Android app (×4) / Information providing section of the website, iOS app,or Android app / The developer make first appearance at this point, although customer doesn't interact with them yet.	Information providing section of the website, iOS app,or Android app / Preview section within the website,iOS app, or Android app / Preview section within the website,iOS app, or Android app	By comparing the given data with trained data it provides the accurate rate for the used car / The customer looks for the accuracy in meanwhile comparing with trained data	Customer can view the other user's feedback about website on home section / "Leave a review" modal window within the profile on the website, iOS app, or Android app	Completed experiences section/ feedback section on the website, iOS app, or Android app

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

Entice	Enter	Engage	Exit	Extend
Help me get the used car rate prediction / Help me by saving my time on finding the used car rate / Help me avoid seeing brokers and spending money for them / Help me to save money and make more easy for finding the used car rate / Help me understand how to get used car	Help me to get good experience in the website for getting an accurate rate for used car	Help me feel confident about what to do and how to spend the money in used car / Help me feel good about my decision for spending money in used car / Help me to get appropriate value for the old cars	Help me to find the used car by provide watch-outs and feedback for one that wasnt so good	Help me see what I've done before

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice	Enter	Engage	Exit	Extend
Used car photos, videos, and explanations are exciting to see / It's reassuring to red reviews written by website users / Excitement about the purchase of used car ("Here we go!")		Our customers tend to be so good about the website usage / People love the website experience itself, we have a 96% satisfaction rating	People generally get more knowledge about used car	People like looking back on their past experience in our website

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice	Enter	Engage	Exit	Extend
People sometimes provide a wrong information about the used car which tends to result wrong rate for the used car / Several people expressed "information overload" as they browse / People express a bit of fear of commitment at buying used car / Trepidation about the purchase ("I hope this will be worth it!")				

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice	Enter	Engage	Exit	Extend
Make it easier to compare and reduce the prediction time for finding used car / Provide a simpler summary to avoid information overload / Show highlights or common phrases from reviews		How might we make our used car rate easily Identifiable?	How might we make filters on feedback but not necessary? / Could we A/B test for comparing used car rate see what changes? / How might we progressively disclose the full review so that each step feels more simple? / How might we equip people to get feedback after the information provided by customer? / How might we totally eliminate unnecessary comments?	How might we help people celebrate and remember things they've done in the past? / How might we extend the personal connection to the guide long after the tour is over?