CAR RESALE VALUE PREDICTION

CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID09388

SCENARIOS Browsing, booking car, comparing car values with desired need(i.e engine used colour brand etc)	**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?	Searching for resale car to buy Getting information about the source User need to search for the source for buying a After getting the source to buy, the customer may have a doubt about the usage and problems that may be faced.	**Browsing about the car** **Comparing every cars to buy** User may not get desired variety and price which lead to glimpse buying the product. Sometimes internet facility makes the process worse. Eventhough like to buy a resale car, the user may get confusion to buy a good performing car while comparing to other cars.	**Searching for the car** **Choosing the car** While Searching, user may find difficulties about the selection process. Choosing the car is the main Step while buying a. The better we choose, the better it will. So the will interrupt to get more doubt to buy the car.	**Exiting after booking the car** User will eagerly wait for their car to arive once booking it with many confusions	**Using the car** The user will be happy if the car if in good condition or else will worried about the car and unsatisfied
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 interaction at entice may be within two people, one is buyer who needs to buy a car and another one is experienced buyer or any adviser. This interaction may be personal between the customer and adviser through meeting or chatting. When comes about things, chatting via phone , PC , browsers are the major properties for these interactions.	While beginning the process, the customer need to interact with the/ the family and well wishers as a opinion about home decision and to know about the work. This can be public or private interaction. Mobile phone, PC and other communicating modes.	The interaction is with the application to buy a car It is an online interaction Phone, PC and browser	Interaction may be with service center to track the booking details Online mode with using any smart devices	Interaction with application to share experice as feed back Online mode with any smart devices
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me choosing right choice of car Help me avoid unauthorised services and threads while buying car.	Help me not to choose wrong option for the product Help me to get worthful decision about the purchase.	Help me to search based on brand, colour and features Help me to choose good one based on its details	Help me to track the process Help me to get the details about the purchase	Help me to provide feedback
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Knowing about Good experience of old user. Good customer care service while checking about the source of car	Getting others opinion which matching your opinion. Getting proper guidelines from our wellwishers to avoid inconvenience while buying.	Getting cars based on our wish Getting better suggestions to buy it while choosing	Correct process of shipment while tracking Supportive customer service	Getting fulfil experice with the purchase
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Not getting proper responses from customer service officers Less rating for an application.	Not getting proper details about the application Not promising facilities of application	Getting repeated suggestions and less collections Doubtful details and improper information	Getting delay in delivery	Getting unfulfilled feeling about the purchase
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Having best customer service Advertising our product in positive way with proper and valid properties to make customer happy and try serve based on their wish	Having good guidelines to users while using the application Collecting and providing proper and factful details about the product	Getting more resalers with proper details and insurence Providing proper details with proof	Providing the correct details about the process with proof Responding to customers doubt and problems immediately	If customer unfulfilled, use them about return process. If they need to return, then know very well about their desire and show options according to it.