












SCENARIOS	 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?
Browsing, booking car, comparing car values with desired need(f.e engine used colour brand etc)					
 Steps What does the person (or group) typically experience?	<div>Searching for resale car to buy</div> <div>Getting information about the source</div> <div>User need to search for the source for buying a</div> <div>After getting the source to buy, the customer may have a doubt about the value and problems that may be faced.</div>	<div>Browsing about the car</div> <div>Comparing every cars to buy</div> <div>User may not get desired vehicle and go to search best to decide buying the vehicle. Sometimes also not buying means the process waste.</div> <div>Even though too to buy a vehicle car the car may go online to buy a good performing or with comparing to other cars.</div>	<div>Searching for the car</div> <div>Choosing the car</div> <div>While Searching, user may find difficulties about the selection process.</div> <div>Choosing the car is the next step. User will be happy if the car is in good condition or else will be worried about the car and unsatisfied.</div>	<div>Exiting after booking the car</div> <div>User will eagerly wait for their car to arrive once booking it with many confusions</div>	<div>Using the car</div> <div>The user will be happy if the car is in good condition or else will be worried about the car and unsatisfied.</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	<div>The interaction at enter may be online and people, who is trying who needs to buy a car and customer who is an experienced buyer or try advice.</div> <div>This interaction may be personal between the customer and adviser through meeting or chatting.</div> <div>When comes about things, checking via phone, PC, browser are the major properties for these interactions.</div>	<div>After buying the vehicle, the customer need to check vehicle the car may not work as it is a question about how to use car and to get vehicle that work.</div> <div>This can be public or private interaction.</div> <div>Mobile phone, PC and other communicating modes.</div>	<div>The interaction is with the application to buy a car</div> <div>It is an online interaction.</div> <div>Phone, PC and browser</div>	<div>Interaction may be with service center to track the booking details</div> <div>Online mode with using any smart devices</div>	<div>Interaction with application to share experience as feed back.</div> <div>Online mode with any smart devices</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me choosing right choice of car</div> <div>Help me avoid unauthorized services and threads while buying car.</div>	<div>Help me not to choose wrong option for the product?</div> <div>Help me to get worthwhile decision about the purchase.</div>	<div>Help me to search based on brand, colour and features</div> <div>Help me to choose good one based on its details</div>	<div>Help me to track the process</div> <div>Help me to get the details about the purchase</div>	<div>Help me to provide feedback</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Knowing about Good experience of old user.</div> <div>Good customer care service while checking about the source of car</div>	<div>Getting others opinion which matching your opinion.</div> <div>Getting proper guidelines from our website to avoid inconvenience while buying.</div>	<div>Getting cars based on our wish</div> <div>Getting better suggestions to buy it while choosing</div>	<div>Correct process of shipment while tracking</div> <div>Supportive customer service</div>	<div>Getting full experience with the purchase</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Not getting proper responses from customer service officers</div> <div>Less rating for an application.</div>	<div>Not getting proper details about the application</div> <div>Not promising facilities of application</div>	<div>Getting repeated suggestions and less collections</div> <div>Doubtful details and improper information</div>	<div>Getting delay in delivery</div>	<div>Getting unfulfilled feeling about the purchase</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Having best customer service</div> <div>Awarding our product in previous way will improve and will promote to make customer happy and try to have more in their wish.</div>	<div>Having good guidelines to users while using the application</div> <div>Collecting and providing proper and factual details about the product</div>	<div>Getting more resellers with proper details and insurance</div> <div>Providing proper details with proof</div>	<div>Providing the correct details about the process with proof</div> <div>Responding to customers doubt and problems immediately</div>	<div>If customer unfulfilled, ask feedback into a process. If they need to start from new one we will ensure that there is not any more inconvenience.</div>