

# PROJECT DESIGN PAHSE – II

## CUSTOMER JOURNEY MAP

DATE	17 OCTOBER 2022
TEAM ID	PNT2022TMID01668
PROJECT NAME	CAR RESALE VALUE PREDICTION
MAXIMUM MARK	04

Scenario	Entice	Enter	Engage	Exit	Extend
<b>Predicting car resale value.</b>	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	In the core moments in the process, what happens?	What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	Through advertisements on social media Customer request for the required car I receive information about services typically associated with the car	Home Page Service details and how they work Service details and how they work	User enters car details Provides the details on the car Provides the predicted car value	User gets the predicted value User finds the best market price of the car	User calculates with their experts User gets a detailed report about car
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	Customer Early on website Interaction with a thing	A form to give details for prediction An onboarding screen An onboarding screen	User User Predicted value from the model	Customer Predicted value from the model	After interacting with the model
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Accessing the website Learn to understand	To have direction to go To have information	To get accurate results value of the car To find the price of a predicted car	To get accurate results value of the car To find the price of a predicted car	To get accurate results value of the car To find the price of a predicted car
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer views details of previous predictions	To share details about car models and to have accurate data prediction	Accurate results value prediction A prediction is displayed report	Accurate results value prediction A prediction is displayed report	Customer can see the results of their prediction
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Long process of giving vehicle details	User cannot verify the results	Cannot predict the results value of the car	Cannot predict the results value of the car	User can't see the results of their prediction
<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 users More pricing on	More accurate results value prediction More accurate results value prediction	More accurate results value prediction More accurate results value prediction	More accurate results value prediction More accurate results value prediction