












# CAR RESALE VALUE PREDICTION

# CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID12791

| SCENARIOS   |  <b>Entice</b><br>How does someone initially become aware of this process?   |  <b>Enter</b><br>What do people experience as they begin the process?   |  <b>Engage</b><br>In the core moments in the process, what happens?   |  <b>Exit</b><br>What do people typically experience as the process finishes? |  <b>Extend</b><br>What happens after the experience is over?   |
|---|---|--|--|---|---|
|  <b>Steps</b><br>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 by buying a</div> <div>After getting the source to buy, the customer may have a doubt about the source and problem that may be found.</div>  | <div>Browsing about the car</div> <div>Comparing every cars to buy</div> <div>User may not get interested in the car which lead to be disappointed by the car. Sometimes when not finding makes the process harder.</div> <div>Search for the car to buy. The user may get a good experience by a good 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 to buy. The user may get a good experience by a good comparing to other cars.</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> |
|  <b>Interactions</b><br>What interactions do they have at each step along the way? <ul style="list-style-type: none"> <li>■ <b>People:</b> Who do they see or talk to?</li> <li>■ <b>Places:</b> Where are they?</li> <li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li> </ul> | <div>The interaction of enter may be between people, such as buyer who wants to buy a car and seller who wants to sell a car. This interaction may be between the customer and seller through meeting or chatting.</div> <div>When comes about things, creating the process. PC, browser and the major properties for these interactions.</div> | <div>Understanding the process, the customer may interact with the seller who wants to buy a car and seller who wants to sell a car. This interaction may be between the customer and seller through meeting or chatting.</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>                            |
|  <b>Goals &amp; motivations</b><br>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 unwanted services and threads while buying car.</div>  | <div>Help me not to choose wrong option for the product</div> <div>Help me to get a good 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>  |
|  <b>Positive moments</b><br>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 guidance 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>  |
|  <b>Negative moments</b><br>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 providing facilities of application</div>   | <div>Getting repeated suggestions and less convincing</div> <div>Doubtful details and improper information</div>   | <div>Getting delay in delivery</div>  | <div>Getting unfulfilled feeling about the purchase</div>   |
|  <b>Areas of opportunity</b><br>How might we make each step better? What ideas do we have? What have others suggested?   | <div>Having best customer service</div> <div>Advertising our product in previous way with proper and good properties to make customer happy are by more feed back on our web.</div>   | <div>Having good guidelines to users while using the application</div> <div>Collecting and providing proper and useful details about the product.</div>  | <div>Getting more reviews 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 customer's doubt and problems immediately</div>                        | <div>If customer satisfied can give more feedback. If they need to make changes they need to make changes and then we can make it better.</div>   |