

# PROJECT DESIGN PHASE – II

## CUSTOMER JOURNEY MAP

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<b>Project Name</b>	Car Resale Value Prediction



### Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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SCENARIO Browsing, booking, attending, and rating a local city tour	Enter 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?
<b>Steps</b> What does the person (or group) typically experience?	User enters webpage url Webpage shows car details Webpage is nice Required Car details input	Homepage shown First round trip Location not shown Short car search (10-15 min)	Customer Search cars Enter entering car details Product shown comparing cars Registering car in website Finishing the car booking	User thinks is good value Product Value get a good car User wants to be happy	Exit the webpage Get Best Cars Car best value at the car Score on the rating
<b>Interactions</b> 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?	Customer Webpage through website Interaction with website content	User Website	Customer Engaging in website User thinks	Customer Webpage through website Product Value	User Get Best Cars Overall
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("I hope to..." or "I hope to avoid...")	Booking a vehicle Booking a vehicle	Short car search	Get car details in the website	get a good car and not a bad one	Customer is happy with the car and the value
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Webpage is nice User wants to be happy	Booking a vehicle Booking a vehicle	Accurate results shown Best Value for cars	Accurate results shown User wants to be happy	Customer is happy
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	Required Car details input Booking a vehicle	Website is slow Customer is not happy	Accurate results shown User wants to be happy	Accurate results shown User wants to be happy	Customer is happy
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	User wants to be happy User wants to be happy	Booking a vehicle Booking a vehicle	Accurate results shown User wants to be happy	Accurate results shown User wants to be happy	Customer is happy