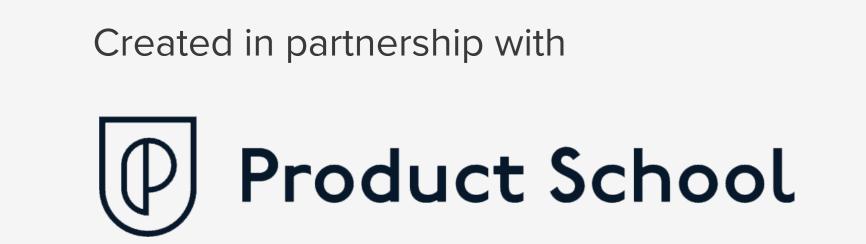
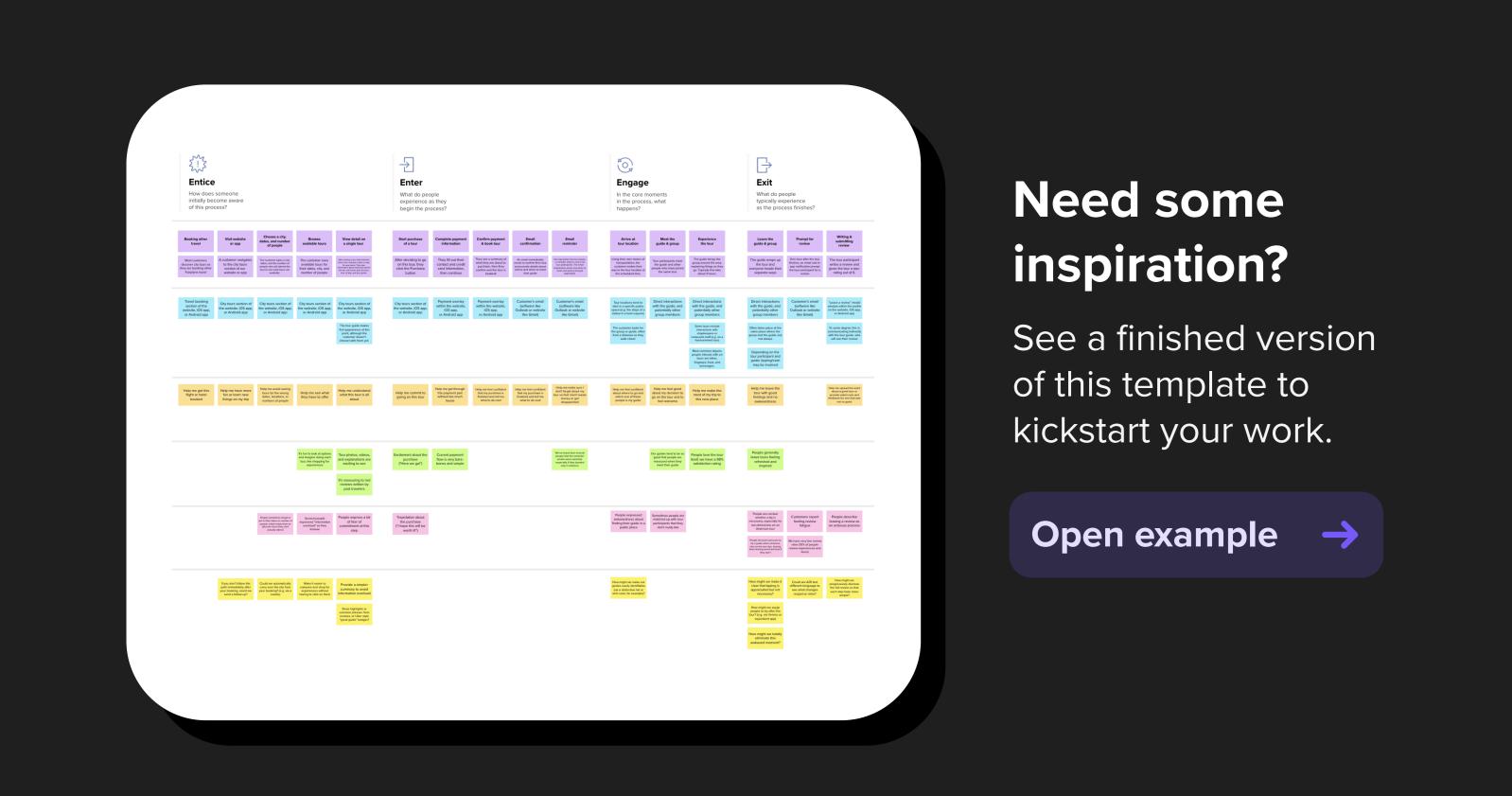


Customer experience journey map

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.

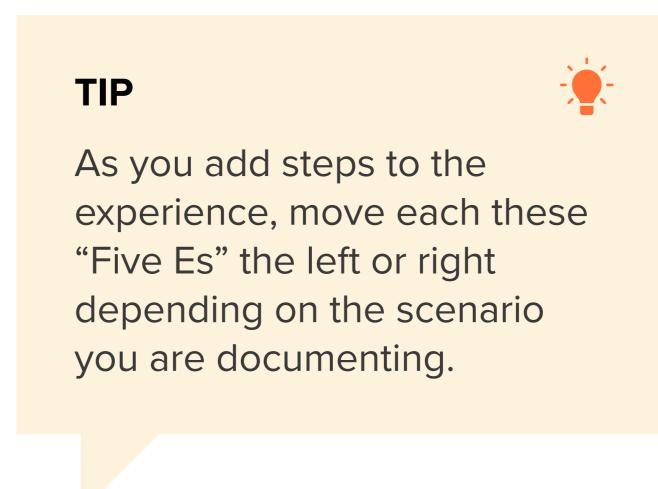






Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the Steps row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



Browsing, booking, attending, and rating a local city tour	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?	Customer with a choice of buying a car Customer gets to know about the website Customer gets into the webiste	On redirected to the website, the customer is either asked to either Login or Sign up Customer is provided with many other functional operations in the website. On successful login, customer is redirected to the home page.	Customer is asked to enter the necessary details of his/her car to get resale quotation. Respective resale value is displayed after being processed by the alogorithm.	Customer gets the resale value of the car at the end of the process	User gets satisfied of the product
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?	Customer interacts with a system Browser and internet is required	Car resale value prediction webiste can be viewed the customer	Being a website, it can be accessed easily.	Being a website, it can be accessed easily.	Customer gets the approximate resale value.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	To avoid thefting of information. To get appropriate resale value of the car	To reduce the loss of privacy of data.	To know the website is legitimate or not	Getting clarified about the cars	Customers get cheap and best cars.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer gets more comparison options	Customer can get the result quickly.	Satisfied on knowing the accurate price of the cars.	Only necessary details are required to be entered.	No intervention of ads and a quick process.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Being a manual process, user have to enter the required details.	Consumes a little time to runs the process	Little time consuming to get the result	Being a manual process, user have to enter the required details.	Customer get to know about the value of their car but no platform to sell it respectively.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Detecting all the car price using this product	Automating some essential information from the user.	Using fastest algorithm to get fast and accurate result.	Giving the most approximate resale value.	[Idea]