




Project Design Phase-II

Customer/User Journey Map

| Journey Steps Which step of the experience are you describing? | Discovery Why do they even start the journey? | Onboarding and First Use How can they feel successful? | | | Sharing Why would they invite others? | | |
|---|--|--|--|---|--|---------------------|-----------|
| Actions What does the customer do? What information do they look for? What is their context? | Check the price of used cars | Search for used cars | explore the used cars price | Find the important factors for prediction | User friendliness | accurate prediction | |
| Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i> | Accurate price predication Website includes all factors for prediction | Helps to check the used car rate | Helps to choose the car within budget and needs | Plenty of choice to buy a car | Search and find the best second-hand car | No need for dealers | Save time |
| Touchpoint What part of the service do they interact with? | Search and explore the second-hand cars rate | Explore various types of car | Current market rate of used cars | | Refer to friends | | |
| Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i> | 😬 | 😞 | | | 😊 | | |
| Backstage | | | | | | | |
| Opportunities What could we improve or introduce? | Used Car with Accurate | Plenty of choice | | | No approximate results | | |
| Process ownership Who is in the lead on this? |  User |  User |  User and admin | | | | |

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