

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

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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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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.

TIP

As you add steps to the experience, make each step "flow" from the left or right, depending on the scenario you are documenting.

Scenario 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? [Icon: Person]	user authentic with page url homepage shows car details customer search for the best car includes list of cars to choose from	Homepage shown First input field IT shows car details	Customer search cars Selects specific car details Predict values Searching cars Registering user in website At the end the result is shown	User wants to predict value Customer Enter a book value User to be happy	User gets feedback Get some more about 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? [Icon: People]	Customer Interact through website enter relevant details required	use a search engine used by easy customer profile	Customers input CBF orders	Customers Predict values What the process complete result is shown	Enter relationship with the website
Goals & motivations At each step, what is a person's primary goal or motivation? ("I told me..." or "I told me avoid...") [Icon: Speech bubble]	searching the website searching website	Check bookings	To know the website legitimate	Getting qualified about the cars	Customers can get all these and best cars
Positive moments When steps does a typical person find enjoyable, productive, fun, meaningful, delightful, or exciting? [Icon: Smile]	Customer can choose It is very excited	Simple known car models	Customer can find the website/portal very easily Best value for cars	Satisfaction knowing The accurate price of cars	Users can find vintage cars
Negative moments What steps does a typical person find frustrating, confusing, expensive, costly, or time-consuming? [Icon: Frowny face]	Sometimes be disappointing Discouraging	Being a virtual process The users cannot verify if available	Accounting of false product	The user car is not what the user expects	New website can present complete data
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? [Icon: Lightbulb]	Search correct website	Plot the best cars Best value for money	Improve accuracy Improve best values Customer's can buy the good product	Present the cars in clear presentation mode To best value of car	Need of better customer view and improve the same



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