












PROJECT DESIGN PAHSE – II

CUSTOMER JOURNEY MAP

DATE	17 OCTOBER 2022
TEAM ID	PNT2022TMID13785
PROJECT NAME	CAR RESALE VALUE PREDICTION
MAXIMUM MARK	04

Scenario	Entice	Enter	Engage	Exit	Extend
Predicting car resale value.	 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?	<div>Through advertisements on social media</div> <div>Customer research for the repaired car</div> <div>I prefer searching when someone has an experience during the drive</div>	<div>Home Page</div> <div>Searchbar controls</div> <div>Shows available prices and basic details</div>	<div>User enters car details</div> <div>Processes the details on IBM cloud</div> <div>Shows back the predicted car value</div>	<div>User gets the predicted value</div> <div>User finds the best market price of the car</div>	<div>User satisfied with their search</div> <div>User gets a e-mailed report about car</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">• People: Who do they see or talk to?• Places: Where are they?• Things: What digital touchpoints or physical objects would they use?	<div>Customer</div> <div>Early accessible website</div> <div>Interaction with a thing</div>	<div>A form for giving details for prediction</div> <div>User variable inputs in the form</div>	<div>User</div> <div>Input</div> <div>Predicted value from the report</div>	<div>Customer</div> <div>predicted value gets displayed</div>	<div>Better understanding with the seller</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Accessing the website</div> <div>Goal or motivation</div>	<div>To have attractive L&M</div> <div>To find engagement elements</div>	<div>To get accurate results value of the car</div> <div>To find the price of a particular car</div>	<div>Getting a realistic view on their car</div>	<div>Customer can sell the predicted value to better comparison among other cars in the market</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Customer views overview of personal predictions</div>	<div>To show clearly, correct car details and to have detailed price prediction</div>	<div>Accurate market value prediction</div> <div>A prediction is detailed report</div>	<div>Satisfied Customer</div>	<div>Customer can come to new customer instead of cars</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Long processes of going vehicle repair</div>	<div>User cannot verify all the website</div>	<div>Correct predicts supply and demand</div>	<div>Search based on specific set of feature is not available</div>	<div>Old car may not be in the same condition as of when the price was predicted</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Easy to access</div>	<div>Best value for money</div> <div>Eye grabbing UI</div>	<div>High level accuracy and transparency on the product</div>	<div>Keeping the car in the best condition</div>	<div>Improve accuracy and reputation on the product</div>