

PROJECT DESIGN PHASE – II

Customer /User journey Map

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| Date | 4 October 2022 |
| Team ID | PNT2022TMID13795 |
| Project Name | Car Resale Value Prediction |

| SCENARIO | Entice | Enter | Engage | Exit | Extend |
|--|---|--|--|---|---|
| BROWSING, GETTING TO KNOW ABOUT THE RESALE VALUE OF THE CAR | <p>How does someone initially become aware of this process?</p> | <p>What do people experience as they begin the process?</p> | <p>In the core moments in the process, what happens?</p> | <p>What do people typically experience as the process finishes?</p> | <p>What happens after the experience is over?</p> |
| <p>Steps</p> <p>What does the person (or group) typically experience?</p> | <p>VISIT THE WEBSITE</p> <p>USER WILL BE ABLE TO VISIT THE USER GUI OF THE WEBSITE</p> <p>PREVIEW THE WEBSITE</p> <p>USER WILL BE ABLE TO PREVIEW THE RESALE VALUE OF THE WEBSITE</p> | <p>TRAVERSE HOME PAGE</p> <p>THIS PAGE ENABLES THE USER TO NAVIGATE THROUGH ALL THE DETAILS OF THE CAR</p> <p>TRAVERSE THE PREDICTION PAGE</p> <p>THE USER WILL BE ABLE TO NAVIGATE THROUGH ALL THE DETAILS OF THE PREDICTION PAGE</p> | <p>ENTER THE PREDICTION PAGE</p> <p>THE USER WILL BE ABLE TO ENTER THE PREDICTION PAGE</p> <p>PREDICTION</p> <p>USER TO CHECK THE PREDICTION</p> | <p>OUTPUT</p> <p>USER WILL BE ABLE TO GET THE PREDICTION RESULT</p> <p>RESULT INTERFACE</p> <p>THE USER WILL BE ABLE TO SEE THE PREDICTION RESULT</p> | <p>CONTACT PAGE</p> <p>THE USER WILL BE ABLE TO CONTACT THE SUPPORT TEAM</p> <p>CUSTOMER REVIEW</p> <p>THE USER WILL BE ABLE TO GIVE A REVIEW OF THE WEBSITE</p> |
| <p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <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? | <p>THE USER WILL FIND THE WEBSITE WORKING AT ANY BROWSER.</p> <p>THE USER WILL FIND THE WEBSITE WORKING AT IOS, ANDROID MOBILE.</p> | <p>THE USER WILL FIND THE HOME PAGE OF THE SITE AT ANY BROWSER IN THE WEBSITE.</p> <p>THE USER WILL BE ABLE TO NAVIGATE THROUGH ALL THE PAGES OF THE SITE AT ANY BROWSER</p> | <p>THE USER WILL BE ABLE TO FIND THE PREDICTION PAGE</p> <p>THE USER WILL BE ABLE TO FIND THE RESULT PAGE</p> | <p>THE USER WILL BE ABLE TO FIND THE CUSTOMER SUPPORT PAGE AT THE END OF PREDICTION</p> <p>THE USER WILL BE ABLE TO FIND THE REVIEW AT THE END OF THE WEBSITE</p> | <p>THE USER WILL BE ABLE TO FIND THE CUSTOMER SUPPORT PAGE AT THE END OF PREDICTION</p> <p>THE USER WILL BE ABLE TO FIND THE REVIEW AT THE END OF THE WEBSITE</p> |
| <p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> | <p>HELPS TO FIND THE WEBSITE</p> <p>HELPS TO FIND THE NEW WAY OF GETTING TO KNOW THE RESALE VALUE OF THE CAR.</p> | <p>HELPS TO FIND THE DETAILS OF THE WEBSITE</p> <p>HELPS TO FIND THE HOME PAGE</p> | <p>HELPS TO FIND THE PREDICTION PAGE</p> <p>HELPS TO KNOW ABOUT THE PRICE OF THE RESALE VALUE OF THE CAR</p> | <p>HELPS TO GET MORE DETAILS ABOUT THE DOMAIN</p> <p>USER WILL FIND MORE DETAILS ABOUT THE WEBSITE AND THE WAY TO SELL THE CAR.</p> | <p>THE USER WILL BE ABLE TO GIVE REVIEWS REGARDING THE WEBSITE DETAILS</p> <p>REVIEWS OF THE USER WILL BE HELPFUL IN IMPROVING THE WEBSITE.</p> |
| <p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> | <p>WEBSITE LOOKS ATTRACTIVE AND VERY INFORMATIVE</p> <p>THE USER FINDS VERY INFORMATIVE DETAILS ABOUT THE WEBSITE</p> | <p>THE USER WILL BE EXCITED TO TRAVERSE THROUGH THE WEBSITE</p> <p>THE USER FINDS THE PREDICTION PAGE</p> | <p>THE USER FINDS THE PREDICTED VALUE OF THE CAR TO BE RESEALED</p> <p>THE USER FINDS THE RESULT PAGE WHICH GIVES THE PREDICTED VALUE</p> | <p>THE USER COULD GET SUPPORT FROM THE CONTACT PAGE</p> <p>THE USER FINDS THE PREDICTED VALUE OF THE CAR TO BE RESEALED</p> | <p>THE REVIEWS FROM THE USER WILL GIVE USEFUL INSIGHTS IN IMPROVING THE SITE</p> <p>THE USER COULD GET SUPPORT FROM THE CONTACT PAGE</p> |
| | [Description of a negative moment] | | | | |
| | [Miss] | [Miss] | | | |