

PROJECT DESIGN PHASE II

CUSTOMER/USER JOURNEY MAP

Date	16 October
Team ID	PNT2022TMID06615
Project Name	Car Resale Value Prediction

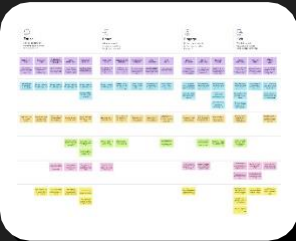


Customer experience journey map

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.

Created in partnership with  Product School

 [Share template feedback](#)














Need some inspiration?
See a finished version of this template to → kickstart your work.
[Open example](#)



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.

	 Entice	 Enter	 Engage	 Exit	 Extend
<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
 Steps What does the person (or group) typically experience?	<div>VISIT THE WEBSITE</div> <div>PREVIEW THE WEBSITE</div> <div>user will be able to know the entire use of the website</div>	<div>TRAVERSE HOME PAGE</div> <div>These pages enables the user to know about the domain and the details of the car</div> <div>TRAVERSE THE PREDICTION PAGE</div> <div>These pages enables the user to predict the resale value of the car with the details provided by the user</div>	<div>ENTER THE PREDICTION PAGE</div> <div>PREDICTION</div>	<div>OUTPUT</div> <div>RESULT INTERFACE</div>	<div>CONTACT PAGE</div> <div>CUSTOMER REVIEW</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>THE USER WILL FIND THE WEBSITE WORK AT ANY BROWSER</div> <div>THE USER WILL FIND THE SOFTWARE RUN AT ANY PLATFORMS</div>	<div>THE USER WILL FIND THE HOME PAGE OF THE WEBSITE</div> <div>THE USER WILL ABLE TO NAVIGATE TO ALL THE PAGES OF THE SITE</div>	<div>THE USER WILL FIND THE PREDICTION PAGE</div> <div>THE USER WILL FIND THE RESULT IN THE PREDICTION PAGE</div>	<div>THE USER WILL FIND THE CUSTOMER SUPPORT PAGE</div> <div>THE USER WILL FIND THE REVIEW PAGE</div>	<div>THE USER WILL FIND THE CUSTOMER SUPPORT PAGE</div> <div>THE USER WILL FIND THE REVIEW PAGE</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>HELPS TO FIND WEBSITE</div> <div>HELPS TO FIND THE NEW WAY OF GETTING TO KNOW THE RESALE VALUE OF THE CAR</div>	<div>THE USER WILL FIND THE HOME PAGE OF THE WEBSITE</div> <div>THE USER WILL FIND THE DETAILS OF THE WEBSITE</div>	<div>HELPS TO FIND THE PREDICTION PAGE</div> <div>HELPS TO KNOW ABOUT THE PRICE AVALUE OF THE RESALE CAR</div>	<div>HELPS TO GET MORE DETAILS ABOUT THE DOMAIN</div> <div>USER WILL FINF MORE WAY TO SELL THE CAR</div>	<div>THE USER WILL ABLE TO GIVE REVIEWS ABOUT THE WEBSITE</div> <div>REVIEWS OF THE WEBSITE WILL BE HELPFUL IN IMPROVING THE WEBSITE</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>REGISTRATION IS FREE AND EASY TO USE</div> <div>WEBSITE LOOKS ATTRACTIVE AND VERY INFORMATIVE</div>	<div>THE USER WILL BE EXCITED TO TRAVERSE THROUGH THE WEBSITE</div> <div>THE USER FINDS THE FEATURE WHICH WILL INFLUENCE THE USER TO USE THE SITE</div>	<div>THE USER FINDS THE PREDICTED VALUE OF THE CAR TO BE RESELLED</div> <div>THE USER FINDS THE RESULT PAGE WHICH WILL GIVE THE PREDICTED VALUE OF THE CAR</div>	<div>THE USER COULD GET THE SUPPORT FROM THE CONTACT PAGE</div> <div>THE USER FINDS THE PREDICTED VALUE OF THE CAR TO BE RESELLED</div>	<div>THE REVIEWS FROM THE USER WILL GIVE USEFUL INSIGHTS IN IMPROVING THIS SITE</div> <div>THE USER COULD GET THE SUPPORT FROM THE CONTACT PAGE</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>NETWORK ISSUES</div> <div>IS IT A BEST WAY OF PREDICTING THE RESALE VALUE OF A CAR</div>	<div>WILL THE SEARCH RESULT BE WORTH</div>	<div>FEAR ABOUT THE PREDICTION</div>	<div>FEELS BAD WHEN PREDICTED VALUE IS NOT AS EXPECTED</div>	<div>THE USER WILL FIND ANOTHER SITE FOR GOOD PREDICTION</div>
 Areas of opportunity How might we make each step better? What ideas do we have?	<div>WEBSITE CAN BE ENHANCED FOR VISUALLY CHALLENGED PEOPLE</div>	<div>CAN PROVIDE MORE CHOICES FOR THE USER</div>	<div>CAN PROVIDE SUGGESTIONS BY COMPARING SIMILAR PRICES OF CARS</div>	<div>GIFT FOR REFERRALS</div>	<div>WEBSITE CAN BE ENHANCED FOR VISUALLY CHALLENGED PEOPLE</div>

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

