












CAR RESALE VALUE PREDICTION

CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID12125

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| <h3>SCENARIOS</h3> <p>Browsing, booking car, comparing car values with desired need(i.e engine used colour brand etc)</p> |  <h3>Entice</h3> <p>How does someone initially become aware of this process?</p> |  <h3>Enter</h3> <p>What do people experience as they begin the process?</p> |  <h3>Engage</h3> <p>In the core moments in the process, what happens?</p> |  <h3>Exit</h3> <p>What do people typically experience as the process finishes?</p> |  <h3>Extend</h3> <p>What happens after the experience is over?</p> |
|  <h3>Steps</h3> <p>What does the person (or group) typically experience?</p> | <div><div>Searching for resold car to buy</div><div>Getting information about the source</div><div>User need to search for the source for buying a</div><div>After getting the source to buy, the customer may have a doubt about the judge and products that may be faced.</div></div> | <div><div>Browsing about the car</div><div>Comparing every cars to buy</div><div>User may not get desired car and he will need to check buying the product. Sometimes internet buying makes the process easier.</div><div>Even though he to buy a resold car the user may get confused to buy a good performing car while comparing to other car.</div></div> | <div><div>Searching for the car</div><div>Choosing the car</div><div>While Searching, user may find difficulties about the selection process.</div><div>Choosing the car is the next step. They will be happy. The whole process is smooth. They will not have any more doubts about the car.</div></div> | <div><div>Exiting after booking the car</div><div>User will eagerly wait for their car to arrive once booking it with many confusions.</div></div> | <div><div>Using the car</div><div>The user will be happy if the car is in good condition or else will be worried about the car and unsatisfied.</div></div> |
|  <h3>Interactions</h3> <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? | <div><div>The interaction at entice may be either on print, or a buyer who needs to buy a car and another one to experience buyer or any dealer.</div><div>This interaction may be personal between the customer and dealer through meeting or chatting.</div><div>When comes about things, chatting via phone, PC, browsers are the major possibilities for these interactions.</div></div> | <div><div>After beginning the process the customer may be aware whether he is buying a car and whether he is getting a car or not.</div><div>This can be public or private interaction.</div><div>Mobile phone, PC and other communicating modes.</div></div> | <div><div>The interaction is with the application to buy a car</div><div>It is an online interaction</div><div>Phone, PC and browser</div></div> | <div><div>Interaction may be with service center to track the booking details.</div><div>Online mode with using any smart devices</div></div> | <div><div>Interaction with application to share experience as feed back.</div><div>Online mode with any smart devices</div></div> |
|  <h3>Goals & motivations</h3> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> | <div><div>Help me choosing right choice of car</div><div>Help me avoid unauthorized services and threats while buying car.</div></div> | <div><div>Help me not to choose wrong option for the product.</div><div>Help me to get worthwhile decision about the purchase.</div></div> | <div><div>Help me to search based on brand, colour and features</div><div>Help me to choose good one based on its details.</div></div> | <div><div>Help me to track the process</div><div>Help me to get the details about the purchase</div></div> | <div><div>Help me to provide feedback</div></div> |
|  <h3>Positive moments</h3> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> | <div><div>Knowing about Good experience of old user.</div><div>Good customer care service while checking about the source of car</div></div> | <div><div>Getting others opinion which matching your option.</div><div>Getting proper guidelines from our website to avoid inconvenience while buying.</div></div> | <div><div>Getting cars based on our wish</div><div>Getting better suggestions to buy it while choosing</div></div> | <div><div>Correct process of shipment while tracking</div><div>Supportive customer service</div></div> | <div><div>Getting full experience with the purchase</div></div> |
|  <h3>Negative moments</h3> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p> | <div><div>Not getting proper responses from customer service officers</div><div>Less rating for an application.</div></div> | <div><div>Not getting proper details about the application</div><div>Not promising facilities of application</div></div> | <div><div>Getting repeated suggestions and less collections</div><div>Doubtful details and improper information</div></div> | <div><div>Getting delay in delivery</div><div></div></div> | <div><div>Getting unfulfilled feeling about the purchase</div></div> |
|  <h3>Areas of opportunity</h3> <p>How might we make each step better? What ideas do we have? What have others suggested?</p> | <div><div>Having best customer service</div><div>Advertising our product in positive way will proper and will prompt to make customer happy and try serve based on the wish.</div></div> | <div><div>Having good guidelines to users while using the application</div><div>Collecting and providing proper and factual details about the product</div></div> | <div><div>Getting more retailers with proper details and insurance</div><div>Providing proper details with proof</div></div> | <div><div>Providing the correct details about the process with proof</div><div>Responding to customer doubt and problems immediately</div></div> | <div><div>If customer is unfulfilled, ask them about what problem they need to share, then we can give them about their centre and more options according to it.</div></div> |