

Project Design Phase-II

Customer /User journey Map

Date	13 October 2022
Team ID	PNT2022TMID34722
Project Name	Car resale value prediction
Maximum Marks	4 Marks

SCENARIO BROWSING, GETTING TO KNOW ABOUT THE RESALE VALUE OF THE CAR	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?	VISIT THE WEBSITE THE USER WILL BE ABLE TO VISIT THE WEBSITE OF THE WEBSITE	PREVIEW THE WEBSITE THE USER WILL BE ABLE TO PREVIEW THE WEBSITE OF THE WEBSITE	ENTER THE WEBSITE THE USER WILL BE ABLE TO ENTER THE WEBSITE OF THE WEBSITE	ENTER THE WEBSITE THE USER WILL BE ABLE TO ENTER THE WEBSITE OF THE WEBSITE	ENTER THE WEBSITE THE USER WILL BE ABLE TO ENTER THE WEBSITE OF THE WEBSITE
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?	THE USER WILL FIND THE WEBSITE WORKING AT ANY BROWSER	THE USER WILL FIND THE WEBSITE WORKING AT ANY BROWSER	THE USER WILL FIND THE WEBSITE WORKING AT ANY BROWSER	THE USER WILL FIND THE WEBSITE WORKING AT ANY BROWSER	THE USER WILL FIND THE WEBSITE WORKING AT ANY BROWSER
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	HELPS TO FIND THE WEBSITE	HELPS TO FIND THE WEBSITE	HELPS TO FIND THE WEBSITE	HELPS TO FIND THE WEBSITE	HELPS TO FIND THE WEBSITE
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	THE USER FINDS THE WEBSITE WORKING AT ANY BROWSER	THE USER FINDS THE WEBSITE WORKING AT ANY BROWSER	THE USER FINDS THE WEBSITE WORKING AT ANY BROWSER	THE USER FINDS THE WEBSITE WORKING AT ANY BROWSER	THE USER FINDS THE WEBSITE WORKING AT ANY BROWSER

