

JOURNEY OF A CUSTOMER DURING ASSESEMENT PROCESS

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	The damage assessment for the vehicle	we will not share any information to the third party companies we provide security to the user's account protected information are followed	we are able to modify the data demo video are possible to view process is very quick	giving aware about this process in online platforms shares and tells about the simple process to friends can give aware to the friends those who are mechanics
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	the journey is very simple they try to avoid unwanted information	some user like to free use of the site the customer always feel no to enter into much personal	able to accept all kind of images ads free website for usage the process is very simple	they expect some offer from us the tax and price is worthy we will give some invitation price for the fresher
Touchpoint What part of the service do they interact with?	the user is like to use this website and can get instant information on estimation	information is stored in database using google forms	Google drive camera file manager	application to be shared it is great to have access to all type of social media
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😄	😎	😊	🤔
Backstage				
Opportunities What could we improve or introduce?	improving the website efficiency	increasing the information only about the vehicle.	increase the efficiency and features of website.	removing the unwanted things that are asked while sharing and no sign up sharing also can be added
Process ownership Who is in the lead on this?	website developer	front end and back end developer	web developer and the feature process	customer