

## Project Design Phase-II

### Customer/User Journey Map

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Onboarding and First Use How can they feel successful?			Sharing Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	Check the price of used cars	Search for used cars	explore the used cars price	Find the important factors for prediction	User friendliness accurate prediction
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Accurate price predication Website includes all factors for prediction	Helps to check the used car rate Helps to choose the car within budget and needs Plenty of choice to buy a car			Search and find the best second-hand car No need for dealers Save time
<b>Touchpoint</b> What part of the service do they interact with?	Search and explore the second-hand cars rate	Explore various types of car	Current market rate of used cars		Refer to friends
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	😞			😊
Backstage					
<b>Opportunities</b> What could we improve or introduce?	Used Car with Accurate	Plenty of choice			No approximate results
<b>Process ownership</b> Who is in the lead on this?	User	User			User and admin

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