







Project Design Phase-II

Customer/User Journey Map

Date	19 October 2022
Team ID	PNT2022TMID34987
Project Name	Car Resale Value Prediction
Maximum Marks	4 Marks

Journey Steps <small>Which step of the experience are you describing?</small>	Discovery <small>Why do they even start the journey?</small>	Onboarding and First Use <small>How can they feel successful?</small>	Sharing <small>Why would they invite others?</small>
Actions <small>What does the customer do? What information do they look for? What is their context?</small>	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
Needs and Pains <small>What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.</small>	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
Touchpoint <small>What part of the service do they interact with?</small>	Search and explore the second-hand cars rate	Explore various types of car Current market rate of used cars	Refer to friends
Customer Feeling <small>What is the customer feeling? Tip: Use the emoji app to express more emotions</small>			
Backstage			
Opportunities <small>What could we improve or introduce?</small>	Used Car with Accurate	Plenty of choice	No approximate results
Process ownership <small>Who is in the lead on this?</small>	 User	 User	 User and admin

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