












CAR RESALE VALUE PREDICTION

CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID38409

SCENARIOS	 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?	<div>Searching for resale 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 usage and problems that may be faced.</div>	<div>Browsing about the car</div> <div>Comparing every cars to buy</div> <div>User may not get desired results and price which lead to giving buying the vehicle. Businesses also not fully makes the process messy.</div> <div>Searchings for to buy or lease car, the user may get confused to buy a good performing car while comparing to other cars.</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 to buy, then user is faced a lot of problems like getting a good car and also getting a good price for the car.</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>Using the car</div> <div>The user will be happy if the car is in good condition or else will worried about the car and unsatisfied</div>
 Interactions What interactions do they have at each step along the way? <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>The interaction of online may be written but people, are a buyer who needs to buy a car and another user is a business owner or a dealer.</div> <div>This interaction may be personal between the customer and dealer through meeting or chatting.</div> <div>When comes about things, trading via phone, PC, browser are the major properties for these interactions.</div>	<div>When beginning the process, the customer need to interact with the business owner and dealer in a digital mode like online and offline mode to a first work.</div> <div>This can be public or private interaction.</div> <div>Mobile phone, PC and another communicating modes.</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>Interaction may be with service center to track the booking details</div> <div>Online mode with using any smart devices</div>	<div>Interaction with application to share experience as feed back</div> <div>Online mode with any smart devices</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me choosing right choice of car</div> <div>Help me avoid unauthorised services and threads while buying car.</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>Help me to search based on brand, colour and features</div> <div>Help me to choose good one based on its details</div>	<div>Help me to track the process</div> <div>Help me to get the details about the purchase</div>	<div>Help me to provide feedback</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Knowing about Good experience of old user.</div> <div>Good customer care service while checking about the source of car</div>	<div>Getting others opinion which matching your opinion.</div> <div>Getting proper guidelines from our website to avoid inconvenience while buying.</div>	<div>Getting cars based on our wish</div> <div>Getting better suggestions to buy it while choosing</div>	<div>Correct process of shipment while tracking</div> <div>Supportive customer service</div>	<div>Getting full experience with the purchase</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Not getting proper responses from customer service officers</div> <div>Less rating for an application.</div>	<div>Not getting proper details about the application</div> <div>Not providing facilities of application</div>	<div>Getting repeated suggestions and less collections</div> <div>Doubtful details and improper information</div>	<div>Getting delay in delivery</div>	<div>Getting unfulfilled feeling about the purchase</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Having best customer service</div> <div>Acknowledging our product in previous way with proper and valid promises to make customer happy and to serve based on their wish.</div>	<div>Having good guidelines to users while using the application</div> <div>Collecting and providing proper and helpful details about the product</div>	<div>Getting more resellers with proper details and insurance</div> <div>Providing proper details with proof</div>	<div>Providing the correct details about the process with proof</div> <div>Responding to customers doubt and problems immediately</div>	<div>If customer unfulfilled, we then about taking a review. If they need to make more, we can very well about their review and then respond accordingly.</div>