

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

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Scenario Predicting car resale value.	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?	Through advertisements on social media Customer research for the required car Customer research to understand the car's condition during the resale	Home Page Service links Direct website access and chat window	Take online car details Proceed to the resale value Download the predicted car value	Start gets the predicted value User finds the best market price of the car	User satisfied with their search User gets a prompt about other cars
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?	Customer Early customer service Interaction with a blog	A flow for getting more to purchase Get website access to the car	Start Visit Predicted value from the resale	Customer Predicted value gets displayed	Users satisfaction with the car
Goals & motivations At each step, what is a person's primary goal or motivation? ("help me..." or "help me avoid...")	Accessing the website Check the condition	To have other car to use To have customer support	To get accurate details about the car To find the price of a predicted car	Getting website access and chat	Customer can access the website and chat
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Customer can access the website and chat	To have other car to use To have customer support	Accessing the website A prompt to predict the value	Customer can access the website and chat	Customer can access the website and chat
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time consuming?	Early customer service Interaction with a blog	Get website access to the car	Customer can access the website and chat	Customer can access the website and chat	Customer can access the website and chat
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Early customer service Interaction with a blog	Get website access to the car To have customer support	Accessing the website A prompt to predict the value	Customer can access the website and chat	Customer can access the website and chat

