

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

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Project Name	Car Resale Value Prediction



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to the experience, move each these "To Do" tiles left or right, comparing with the scenario you are documenting.

SCENARIO Browsing, booking, attending, and rating a local city tour	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> <div>User enters webpage/app</div> <div>Webpage shows the details</div> <div>Reads the text</div> <div>Registers for details</div> </div>	<div> <div>User enters webpage/app</div> <div>Webpage shows the details</div> <div>Reads the text</div> <div>Registers for details</div> </div>	<div> <div>Homepage shown</div> <div>First visual feed</div> <div>Looks at the 1st item</div> <div>Scrolls down through the other items</div> </div>	<div> <div>Customer Search item</div> <div>Starts watching car details</div> <div>Predicts price</div> <div>Registers item</div> <div>Agrees to the conditions</div> <div>Finalizing final value prediction</div> </div>	<div> <div>User clicks to predict value</div> <div>Predicts Value</div> <div>Gets alert on email</div> <div>User requests to be notified</div> </div>	<div> <div>Exit the webpage</div> <div>Get Email Goto</div> <div>User logs out after login</div> <div>Search for the things</div> </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> <div>Customer</div> <div>Phone to check and info</div> <div>Searcher with customer action</div> </div>	<div> <div>Tutor</div> <div>Onboard</div> </div>	<div> <div>Customer</div> <div>Engage with car seller</div> <div>Car details</div> </div>	<div> <div>Customer</div> <div>Watching video to info</div> <div>Finalizing Value</div> </div>	<div> <div>User</div> <div>Get Email Goto</div> <div>Search</div> </div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div> <div>Discovering details</div> <div>Discovering details</div> </div>	<div> <div>Things webpage</div> </div>	<div> <div>Find car details on the website</div> </div>	<div> <div>Get car details getting car details on the website</div> </div>	<div> <div>Understand a getting car details on the website</div> </div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div> <div>Discovering a new car</div> <div>Discovering a new car</div> </div>	<div> <div>Discovering a new car</div> <div>Discovering a new car</div> </div>	<div> <div>Accurate value prediction</div> <div>Best value for car</div> </div>	<div> <div>Accurate value prediction</div> <div>Best value for car</div> </div>	<div> <div>Get a better result</div> </div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div> <div>Discovering a new car</div> <div>Discovering a new car</div> </div>	<div> <div>Discovering a new car</div> <div>Discovering a new car</div> </div>	<div> <div>Discovering a new car</div> <div>Discovering a new car</div> </div>	<div> <div>Discovering a new car</div> <div>Discovering a new car</div> </div>	<div> <div>Discovering a new car</div> <div>Discovering a new car</div> </div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div> <div>Discovering a new car</div> </div>	<div> <div>Discovering a new car</div> </div>	<div> <div>Discovering a new car</div> </div>	<div> <div>Discovering a new car</div> </div>	<div> <div>Discovering a new car</div> </div>