

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

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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, make sure there's more than five on the left or right, depending on the scenario you are documenting.

Process Browsing, looking, attending, and using a local city tour	Entice How does someone initially become aware of the 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 done?
Steps What steps does the person (or group) typically experience? 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?	User defines each page of the experience Welcome chat Customer search for the new car Customer search for the new car	Knowledge channel IT shows user details User is search engine User by easy content pages	Customer search for the new car Registering user in website At the end the user is shown Customers Input CBT orders	User likes to predict value Customer User to be happy Customer Product value When the product is shown, user can see the value	User get notified about the new car User can see the value of the new car User can see the value of the new car User can see the value of the new car
Goals & motivations At each step, what is a person's primary goal or motivation? ("I hope this..." or "I hope not...")	Searching the website Searching the website	Check knowledge	To know the website layout	Getting notified about the new car	Customer can get all the new car and the car
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or ending?	Customer can see the value It is very useful	Always know the value	Customer can see the value of the new car Best value for the car	Satisfied on knowing The accurate price of the car	User can find the value of the car
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time consuming?	Sometimes the user is not happy Discouraging	Being a real person The user is not happy	Registering of the new car The user is not happy	The user is not happy	User can find the value of the car
Areas of opportunity How might we make each step better? What ideas do we have? What have all we suggested?	Search content website	Find the best value Best value for the car	Improve accuracy Improve user value Customer's car (by the good product)	Register the user in the website To find the value of the car	User can find the value of the car



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