

CAR RESALE VALUE PREDICTION

CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID05109

SCENARIOS	Entice	Enter	Engage	Exit	Extend
Browsing, booking car, comparing car values with desired need(i.e engine used colour brand etc)	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Searching for resale car to buy User need to search for the source for buying a Getting information about the source After getting the source to buy, the customer may have a doubt about the seller and products that they are selling.	Browsing about the car User may not get desired results and start looking for other cars to compare every cars to buy User may not get desired results and start looking for other cars to compare every cars to buy	Searching for the car While Searching, user may find difficulties about the selection process. Choosing the car User may find difficulties about the selection process.	Exiting after booking the car User will eagerly wait for their car to arrive once booking is with every confidence.	Using the car The user will be happy if the car is in good condition or else not happy about the car and unsatisfied.
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?	The customer will interact with the seller and the car to buy the car. The customer will interact with the seller and the car to buy the car. The interaction may be between the customer and the seller through email or phone. When some user logs in, it will be the user's responsibility to interact with the seller.	The customer will interact with the seller and the car to buy the car. The customer will interact with the seller and the car to buy the car. This can be public or private interaction. Mobile phone, PC and other communicating modes.	The interaction is with the application to buy a car It is an online interaction Phone, PC and browser	Interaction may be with service center to track the booking details Online mode with using any smart devices	Interaction with application to share experience as feedback Online mode with any smart devices
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me choosing right choice of car Help me avoid unwanted services and threats while buying car	Help me not to choose wrong option for the product Help me to get wonderful decision about the purchase	Help me to search based on brand, colour and features Help me to choose good one based on its details	Help me to track the process Help me to get the details about the purchase	Help me to provide feedback
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Knowing about latest experience of car user Good customer care service while checking about the source of car	Getting correct opinion which matching your opinion Getting proper guidelines from our website to avoid inconvenience while buying	Getting cars based on our wish Getting better suggestions to buy & while choosing	Correct process of shipment while tracking Supportive customer service	Getting full experience with the purchase
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Not getting proper responses from customer service officers Less rating for an application	Not getting proper details about the application Not providing facilities of application	Getting repeated suggestions and less collections Doubtful details and improper information	Getting delay in delivery	Getting unfulfilled feeling about the purchase
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Having best customer service Answering the queries of the user who are not happy about the service based on their wish	Having good guidelines to users while using the application Collecting and providing proper and better details about the product	Getting more reviews with proper details and insurance Providing proper details with profit	Providing the correct details about the process with profit Responding to customer's doubts and problems immediately	Providing unfulfilled car to the user who are not happy about the service based on their wish