

Project Design Phase-II

Customer/User Journey Map

Date	18 October 2022
Team ID	PNT2022TMID36706
Project Name	Car Resale Value Prediction

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Onboarding and First Use How can they feel successful?			Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Check the price of used cars	Search for used cars	explore the used cars price	Find the important factors for prediction	User friendliness accurate prediction
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Accurate price predication Website includes all factors for prediction	Helps to check the used car rate	Helps to choose the car within budget and needs	Plenty of choice to buy a car	Search and find the best second-hand car No need for dealers Save time
Touchpoint What part of the service do they interact with?	Search and explore the second-hand cars rate	Explore various types of car	Current market rate of used cars	Refer to friends	
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	😞		😊	
Backstage					
Opportunities What could we improve or introduce?	Used Car with Accurate	Plenty of choice		No approximate results	
Process ownership Who is in the lead on this?	User	User		User and admin	miro