












CAR RESALE VALUE PREDICTION

CUSTOMER JOURNEY MAP

TEAM ID: PNT2022TMID29578

SCENARIOS Browsing, booking car, comparing car values with desired need(i.e engine used colour brand etc)	 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>Searching for cars to buy</div> <div>They need to select the first option to buying a</div> <div>Getting information about the source</div> <div>After gathering basic info, they can compare the cars based on the selected criteria the search then</div>	<div>Browsing about the car</div> <div>They can see the car's details and compare it with the car they want to buy</div> <div>Comparing every car to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>Searching for the car</div> <div>When searching and they find the car they want to buy, they can see the car's details and compare it with the car they want to buy</div> <div>Choosing the car</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>Buying when buying the car</div> <div>They will expect to see the car they want to buy and they can see the car's details and compare it with the car they want to buy</div>	<div>Using the car</div> <div>They can see the car's details and compare it with the car they want to buy</div>
 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 could they use?	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me choose the right car to buy</div> <div>Help me avoid the car I don't want to buy</div>	<div>Help me see the car's details and compare it with the car they want to buy</div> <div>Help me avoid the car I don't want to buy</div>	<div>Help me see the car's details and compare it with the car they want to buy</div> <div>Help me avoid the car I don't want to buy</div>	<div>Help me see the car's details and compare it with the car they want to buy</div> <div>Help me avoid the car I don't want to buy</div>	<div>Help me see the car's details and compare it with the car they want to buy</div> <div>Help me avoid the car I don't want to buy</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>	<div>They can see the car's details and compare it with the car they want to buy</div> <div>They can see the car's details and compare it with the car they want to buy</div>