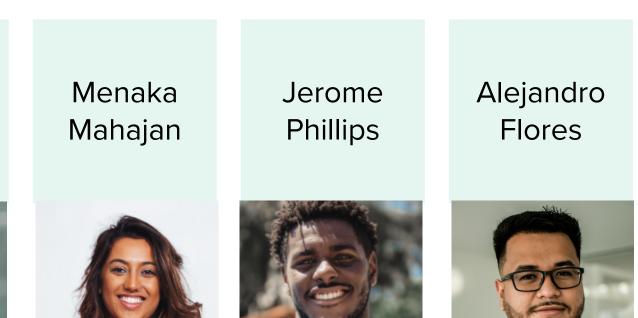
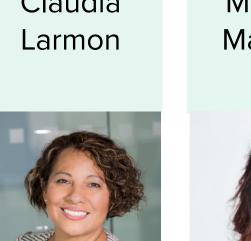
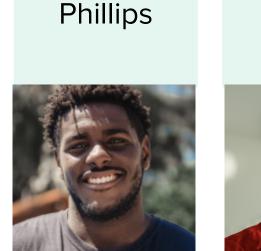
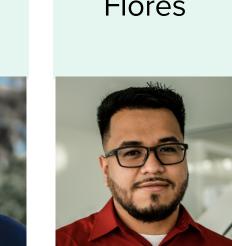
Guided city tours

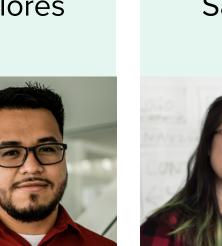








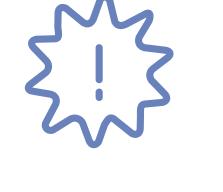






SCENARIO

Browsing, booking, attending, and rating a local city tour



Car Resale

How does someone initially become aware of this process?



What do people experience as they begin the process?



Engage

In the core moments in the process, what

Meet and Check the

The interested person comes n checks the car fior any vulnerability



Exit

Buying the car and leave

The customer buys the car and take it away afiter all registrations and fiees is completed

The customer is asked to take a car test befiore buying it

The customer looks fo rthe Car details and it

What do people typically experience as the process finishes?

Afiter the purchase is completed the customer is asked to give a review



Extend

The car is
handed over to
the customer and
firom then he is
responsible fior
that Car

What happens after the experience is over?

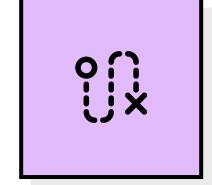
recommendation systems

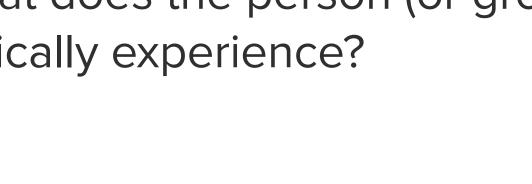
experience via better personalization

any hustle

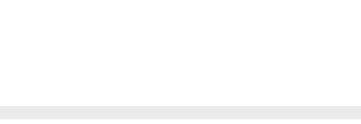
Personalized ofifiers fior

the selected cars





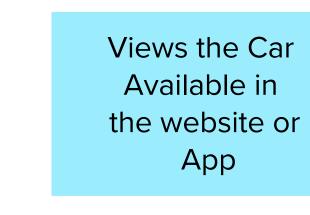


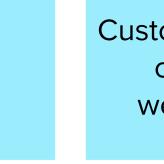


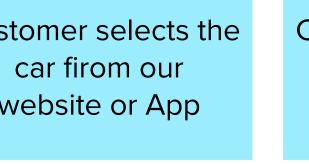


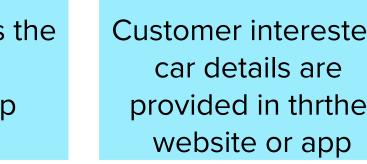
What interactions do they have at each step along the way?

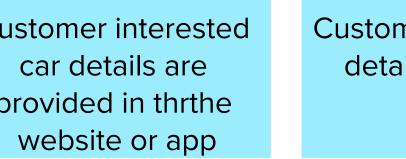
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

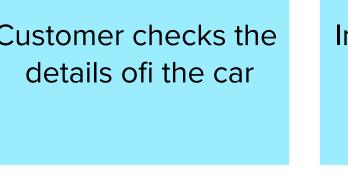






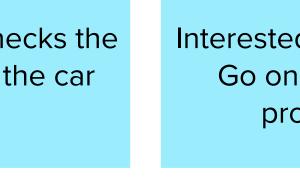






The customer sees the availability ofi

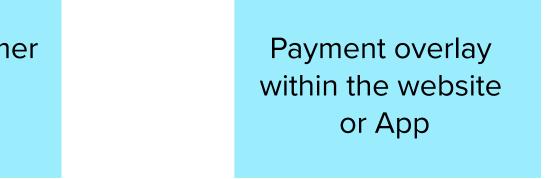
the car



After seeing a car ifi they're inter ested they go fiorward to it and checks it's credibility

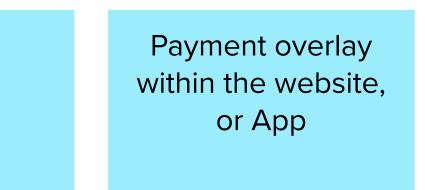
Afiter completing all documentary works n payments car is handed over to the

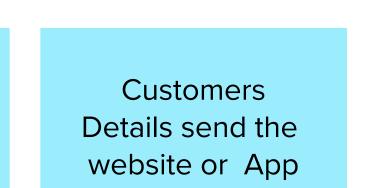
customer

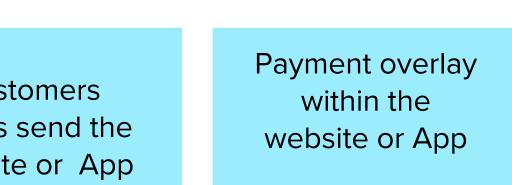




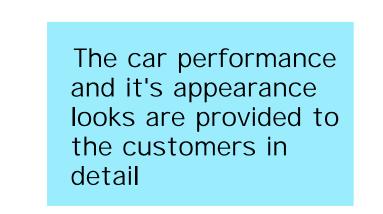
They fill out their contact and credit card information, then continue





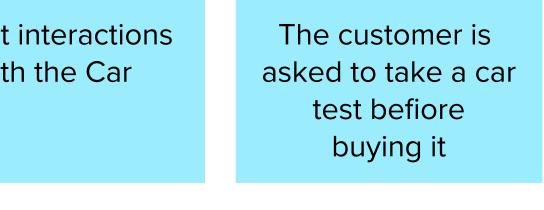


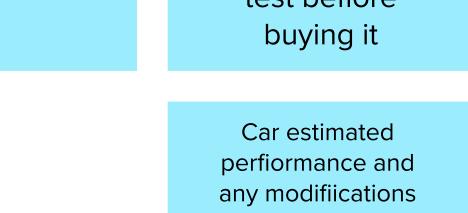
emphasizes where and when to meet, and what to bring (if applicable).



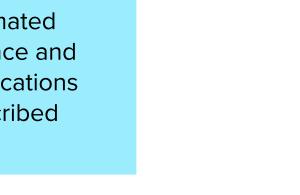
Arrive at Car location

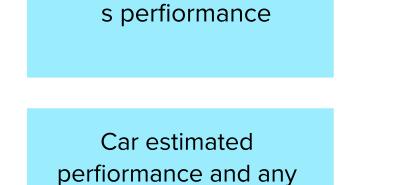
Using their own means of transportation, the customer makes their way to the Car location at the scheduled time.

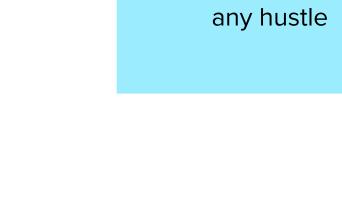


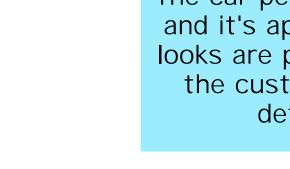


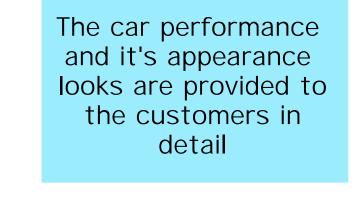
The site shows the overall experience ofi the car to the interested

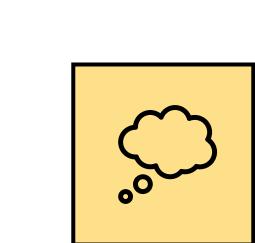








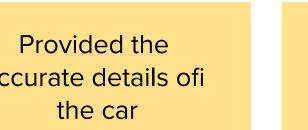


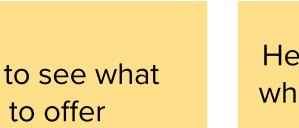


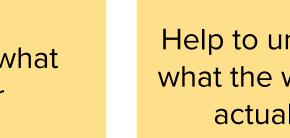
Goals & motivations

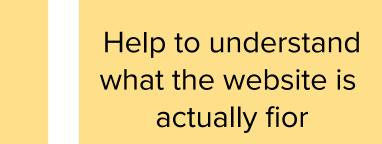
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

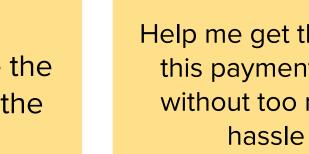


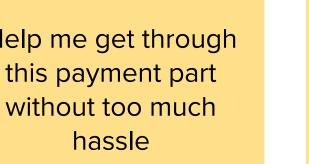


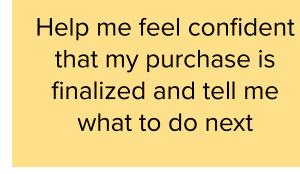


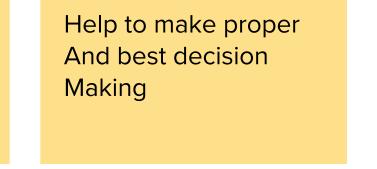


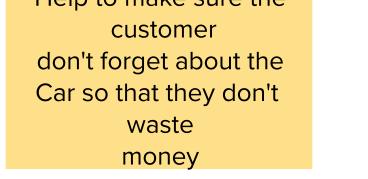


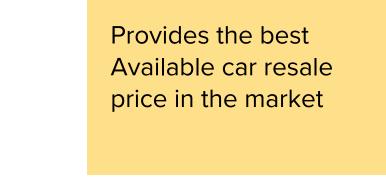


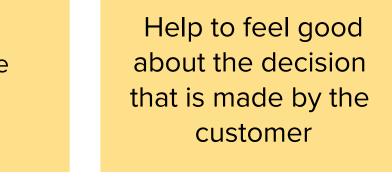


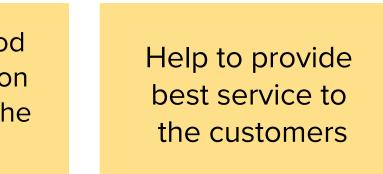


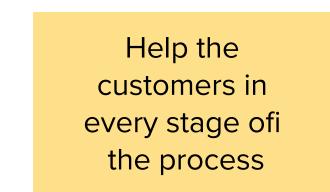


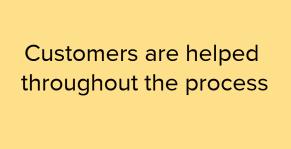














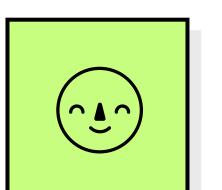
next



When a past Customer books a new Car with us, we show them personalized ofifiers

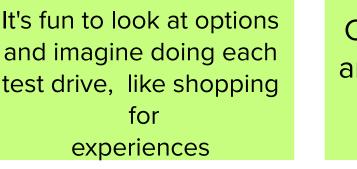
recommendations in thei choice ofi Cars

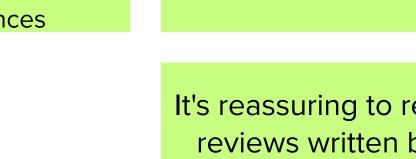
The car performance and it's appearance looks are provided to the customers in detail

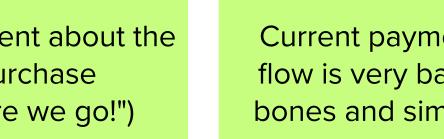


Positive moments

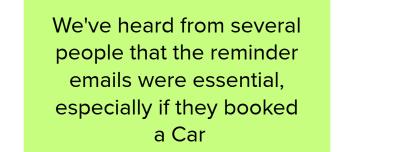
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

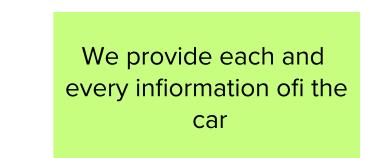


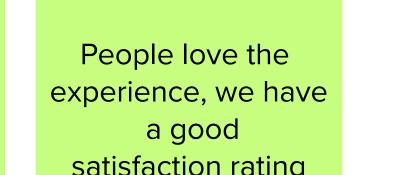


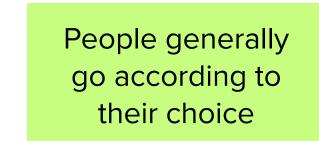


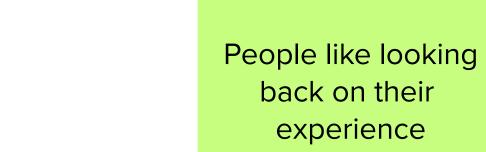




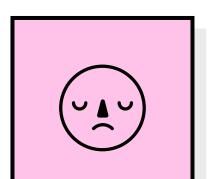












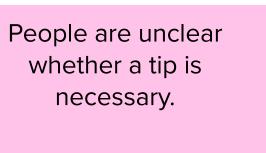
Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



People express a bit of fear of

Trepidation about the purchase ("I hope this will be worth it!")

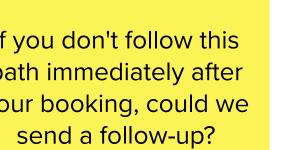


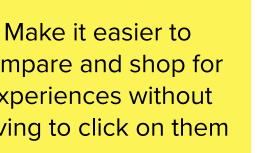


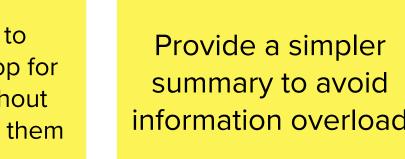


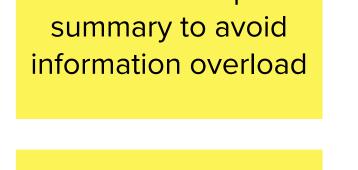
Areas of opportunity

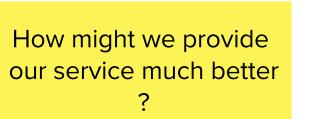
How might we make each step better? What ideas do we have? What have others suggested?

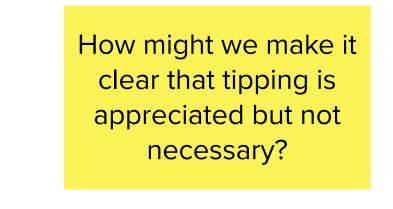


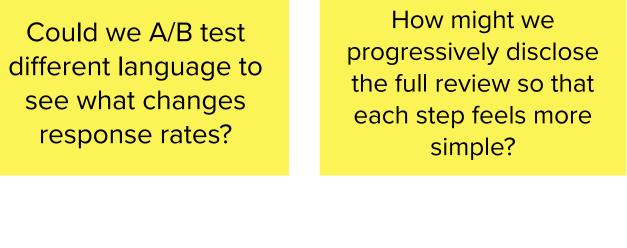




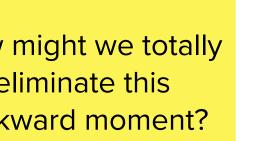


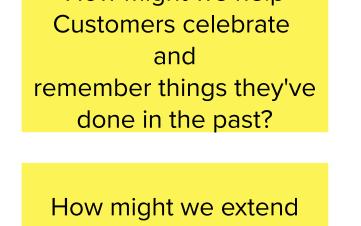












connection

to the customer