

Project Design Phase-II

Customer journey map

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Project Name	Car Resale value Prediction

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.

Product School

[Show example template](#)

Document an existing experience

Use this template to document the step-by-step process someone typically experiences. Your first step is each of the other ones.

Process	Enter	Engage	Exit	Extend
Steps What are the main steps in the process?	Enter How does the customer enter the process?	Engage How does the customer engage with the process?	Exit How does the customer exit the process?	Extend How does the customer extend the process?
Interactions What interactions are there in the process?				
Goals & motivations What are the goals and motivations of the customer?				
Positive moments What are the positive moments in the process?				
Negative moments What are the negative moments in the process?				
Areas of opportunity What are the areas of opportunity in the process?				

