

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 Experience Unit
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Document an existing experience

Review your focus for a specific scenario or process within an existing product or service. In the **Start** box document the steps to map process customer typically experiences. Then add detail to each of the other rows.

	Start Where, how, when, why, and using a "how-to" map?	Enter How does the customer enter the experience? What are the entry points?	Engage What happens when the customer enters the experience? What are the engagement points?	Exit How does the customer exit the experience? What are the exit points?	Extend What happens after the experience is over?
Steps What are the steps in the process? What are the key steps?					
Interactions What are the interactions between the customer and the product? What are the key interactions?					
Goals & motivations What are the goals and motivations of the customer? What are the key goals and motivations?					
Positive moments What are the positive moments in the experience? What are the key positive moments?					
Negative moments What are the negative moments in the experience? What are the key negative moments?					
Areas of opportunity What are the areas of opportunity in the experience? What are the key areas of opportunity?					