

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.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO Browsing, booking, attending, and rating a local city tour	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? 	 Searching on website to buy a used car Getting details about sources 	 Comparing every car to buy 	 Choosing the car 	 Exit after choosing and leaving the car 	 Using car
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	 Interaction between buyer and advisor Through chatting and meeting in person or off-site plans 	 Interaction between buyer and seller May be pulled or pushed into process 	 Interaction with application Online interaction 	 Through service center Online track with other devices 	 Through feedback Through postcard
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") 	 Help user to predict the accurate model value of used car 	 Help user to avoid being cheated 	 Help to choose a good product based on price 	 Help to finish the process 	 Help to provide feedback
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? 	 Good customer care service 	 Getting proper guidelines 	 Get a vehicle car 	 Getting better suggestions 	 Get a vehicle car
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? 	 Negative feedback from customer lack of trust 	 Not getting proper details 	 Not providing feedback of application 	 Late collection 	 Getting repeated suggestions
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? 	 Advertising product to a customer with valid details that satisfy customer 	 Having been contacted by customer with valid details that satisfy customer 	 Collecting feedback from customer product 	 Getting proper insurance 	 Providing deal with good



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